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THE NATIONAL NEWSPAPER OF MARKETING

After Belair, Kentucky Kings . . .

B&W's $5,000,000 Ad Hike Backs New Brands

Marketer's $30,000,000 Spending Level Pushes Diversification Program

By Milton Moskowitz

LOUISVILLE, July 7—Brown & Williamson Tobacco Corp. will spend more than $30,000,000 on advertising this year, in an attempt to sell some 50 billion cigarets.

The total expenditure should run at least $5,000,000 more than the $28,000,000 used last year to sell 44.8 billion cigarets.

The extra horsepower will go behind new brands. Belair, a light menthol cigaret, was placed in national distribution last month. Kentucky Kings, the first cigaret with an all-tobacco filter, went national this week.

■ Introduction of two new brands in two months indicates the change that has come over the cigaret business. Formerly, a handful of brands—four or five—dominated the market. New brands were rarities and they rarely made a dent in the market.

Today, with smoking habits changing, new brands are the order of the day, and each has the potential of becoming an overnight best seller. In this fluctuating market, Brown & Williamson has managed to do better than most. Its share of market has expanded from 5% to 10% in the past decade.

John W. Burgard, vp in charge of advertising of B&W, told ADVERTISING AGE that the costs of advertising have increased sharply in the cigaret business because of the influx of new brands.

■ He estimated that the cost of advertising a filter today runs to about 60¢ per 1,000 cigarets sold. This figure is double what is needed to promote some of the more established regular brands, according to B&W records.

Mr. Burgard, a Kentuckian with a dry sense of humor, has had a ringside seat in this business for 28 years. A graduate engineer, he

(Continued on Page 74)

Kemper Switches $1,000,000 Account to Clint Frank

CHICAGO, July 8—Kemper Insurance Group today moved its $1,000,000 advertising account from John W. Shaw Advertising to Clinton E. Frank Inc., effective immediately. The Shaw agency had handled Kemper advertising for the past 14 years.

Clive R. Bishop, Kemper advertising manager, said that "our choice was based on an appraisal of how the agency was equipped to fill our needs and our relation in size to the agency's other clients."

The first indication that Kemper was contemplating a change in agencies occurred two months ago when ADVERTISING AGE reported exclusively that the company was reviewing its advertising program and conducting talks with six agencies, including Shaw (AA, May 16).

■ The six agencies which competed for the account, in addition to the Shaw and Frank agencies, were Tatham-Laird, Erwin Wasey, Ruthrauff & Ryan, Campbell-Mithun and Wade Advertising. The original six reportedly were narrowed down to two—Clinton E. Frank Inc. and Tatham-Laird—with Frank getting the nod. #

GOT SOMETHING TO HAUL?
DO IT YOURSELF WITH A LOW-COST
U-HAUL RENTAL TRAILER
Solve any hauling problem with a U-Haul rental trailer at low rates. Choice of sizes to fit your job. Hitch furnished.

BIG HAUL—*U-Haul Trailer Rental Co., Portland, Ore., with 5,000 dealers from coast-to-coast, is using cartoons by Bob Guidi in its new ad program for do-it-yourself moving. Botsford, Constantine & Gardner is the agency.*

P&G Must Dispose of Clorox, FTC Is Told

P&G Ad Power Builds Brand, Forces Rivals to Merge, Says Examiner

WASHINGTON, July 8—A Federal Trade Commission hearing examiner ruled today that Procter & Gamble has so much merchandising know-how and advertising power that it should be required to dispose of Clorox Chemical Co., which it bought in mid-1957.

Examiner Everett F. Haycraft said Clorox already has increased its market share under P&G management. More important than that, he said the entry of P&G into the household bleach field with the largest selling brand is forcing consolidations among the smaller competitors and is creating a trend toward concentration.

His opinion, which is subject to review by the commission, rested primarily on P&G's power in the soap and food fields. He stressed the fact that P&G is one of the nation's biggest advertisers and that it has a big sales force skilled in getting valuable ad space and supermarket display space.

■ While Clorox already had nearly 49% of the household liquid bleach business at the time it was acquired by P&G, the examiner found that it pursued a live and let live policy, relying largely on national advertising to maintain its leadership. Under P&G, he said, Clorox has used aggressive counter-moves to check any local promotional effort by smaller competitors and it has successfully beaten back efforts of the smaller companies to improve their market share.

Mr. Haycraft acknowledged that his finding in the Clorox case involves something of a landmark in the largely uncharted law governing mergers.

Heretofore most merger cases have involved situations where a producer buys a competitor. P&G's acquisition of Clorox involved diversification into new lines of activity rather than a consolidation in an area where P&G was already established.

■ Terming this a "conglomerate type of merger," he said he has had to consider "what the normal result probably will be when a corporation such as Procter &

(Continued on Page 116)

Pepsi, Shell Biggest Quarter Account Shifts

150 Major Accounts, Billing $150,000,000, Switched in 1st Half of '60

(For table of account changes, see Page 66.)

CHICAGO, July 8—Two accounts, each billing $11,000,000 or more, topped the list of agency switches announced in the second quarter of 1960.

They were (1) Pepsi-Cola Co., which shifted $11,500,000 in billings ($10,000,000 in the U. S. and $1,500,000 in Canada) from Kenyon & Eckhardt to Batten, Barton, Durstine & Osborn, and (2) Shell Oil Co., which announced the transfer of $11,000,000 in billings from J. Walter Thompson Co. to Ogilvy, Benson & Mather, effective Dec. 1.

■ An ADVERTISING AGE tabulation showed that more than 150 major national advertisers, whose billings total an estimated $150,000,000 annually, changed agencies in the first half of 1960.

Substantial as were the Pepsi and Shell switches, their billings combined did not equal the mammoth switch of Chrysler Corp. in the first quarter, when Chrysler moved $28,000,000 in billings, including the $17,000,000 Dodge car account, from Grant Advertising to BBDO; De Soto and Valiant ($7,000,000) from BBDO to N. W. Ayer & Son, and Dodge truck ($4,000,000) from Ross Roy Inc. to BBDO.

■ Total billings switched by Chrysler in 1960 rose to more than $32,000,000, as Chrysler in the second quarter moved $4,000,000 or $5,000,000 in Canadian truck billings, formerly shared by Ross Roy and Grant, which are now divided between BBDO and Grant.

Other big switches in the second quarter included Simoniz Co.'s shift of $5,000,000 billings from Young & Rubicam to Dancer-Fitzgerald-Sample. #

Grant Adds $4,000,000 in Billings in Merger with Robinson, Fenwick

LOS ANGELES, July 8—Grant Advertising completed the first step in a program to expand its West Coast facilities today when it enacted a merger with Robinson, Fenwick & Haynes.

Elwood J. Robinson, founder and president of the 38-year-old Los Angeles agency, heralded the move as a logical step on the part of his organization to broaden its overall services to clients.

"It is becoming increasingly impractical to service national clients such as many of ours on a purely local basis," Mr. Robinson said. "We will now have a network of nine national and 31 international offices, with national and local research, marketing and merchandising resources that a large organization can best provide.

■ "At the same time, we will be able to continue offering the highly creative, personalized services which attracted our accounts in the first place. All of our officers and the key personnel serving our present accounts will continue in their same capacities with Grant.

"I have also found in soliciting new accounts that an understanding of the international picture is of extreme importance," Mr. Robinson said. "We will be one of the few shops on the West Coast fully equipped in this area. As a matter of fact, Grant is in several countries where there is no other U.S. agency. In teaming with Grant, I am convinced that we have added strength to strength and that this is the kind of merger that will be of benefit to everyone concerned."

The merger will become effec-

(Continued on Page 115)

Last Minute News Flashes

$8,000,000 Alberto-Culver Account Moves to Compton

CHICAGO, July 8—Alberto-Culver Co., hair preparation manufacturer, today moved its $8,000,000-plus account from Wade Advertising to Compton Advertising, effective Sept. 1. Wade has handled the account since June, 1955, when sales were less than $1,000,000 and the ad budget was $76,000. When the company was reorganized and moved from California to Chicago several years ago, sales and ad budget, almost entirely in tv, began to skyrocket. The split between Wade and Culver apparently has been coming for some time. In addition, Compton's Los Angeles office has been named to handle advertising in the U. S. for Toyota Motor Distributors, importer of the Japanese-built Toyota cars, climaxing a week in which the agency enjoyed a $13,750,000 new business week—including $3,000,000 from the House of Seagram (AA, July 4) and $1,500,000 from Calvert *(see "News Flash" on Page 115)*.

Monarch Wine Moves Manischewitz to Grant

NEW YORK, July 8—Monarch Wine Co. will move its Manischewitz wines from Lawrence C. Gumbinner Advertising to Grant Advertising Aug. 1. The account put $1,241,000 into measured media in '59.

(Additional News Flashes on Page 115)

GOP Reportedly Is Reinforcing or Replacing BBDO

Agency Now Serving Party on No-Commission 'Accommodation' Basis

WASHINGTON, July 7—Republican backing and filling on the selection of an agency to handle the party's 1960 Presidential campaign suggested today that some surprises may be in the offing.

GOP publicity chairman Hal Short said party leaders are considering a new agency to handle the Republican account, but he didn't rule out rehiring Batten, Barton, Durstine & Osborn for a third term.

Meanwhile, among New York agency people there was a feeling that Democrats as well as Republicans are discovering that the burdens of the big push are too much even for the best-staffed agencies, and that before the classic is over this fall there may be some unanticipated pooling of resources.

The fact that BBDO does not have the GOP account nailed down may not be particularly significant. The party traditionally has

not picked an agency until after the selection of a candidate. The big surprise was Mr. Short's statement to ADVERTISING AGE today that others are being considered.

■ Mr. Short said BBDO is placing GOP business with media on "an accommodation basis," and the agency itself insisted it is not getting any commissions.

Informed agency people are placing their money on the agencies with the strongest tv departments to get the GOP account, since more than 90% of GOP business will go out via the tv airwaves.

One suggestion aimed at taking some of the pressure off individual agencies was put forth by Frederic R. Gamble, president of the American Assn. of Advertising Agencies. When the Democrats were hunting around for an agency last fall and finding it hard going, Mr. Gamble came up with his "anchor and loan plan," which would take the heat off any one agency and bring in the industry's best talent to even the load. One agency would be named to handle the brunt of the work, but other agencies would contribute manpower.

■ The Democrats ultimately hired Guild, Bascom & Bonfigli, San Francisco, and have taken the position that they prefer a smaller agency which wants the account to a larger agency which takes it as a matter of accommodation. #

ITC Produces Top 'Post' Stories in TV Film Series

NEW YORK, July 7—Independent Television Corp. is offering a new tv film series, "Best of the *Post*," to local, regional and national spot advertisers for presentation starting in the fall.

The 30-minute dramatic series, which is owned jointly with *The Saturday Evening Post*, is based on stories taken from the pages of the *Post*. There are 26 films ready, including comedy, westerns, farce and drama.

Stories to be included in this tv project were selected by ITC's producers and the *SEP* editors. Among the writers included are Pulitzer prize winners Stephen Vincent Benet, MacKinlay Kantor and Conrad Richter, western writer; James Warner Bellah, who wrote his own tv adaptation, and suspense writer Kay Boyle.

■ The average production cost for each telecast was about $40,000. Advertisers can buy the show in markets of their choice for prices that range from approximately $50 in small cities to $4,000 for New York.

The Saturday Evening Post will run ads in its regional editions to publicize the "Best of the *Post*" telecast. The ads will include station call letters and cities to let viewers know where they can see the show.

Donall & Harman, agency for Independent Television, has planned a special contest promotion to kick off the new series. Each advertiser and station will get a contest kit, which includes the contest setup, entry blanks, posters, streamers and tune-in ads.

In each market there will be a search for the oldest cover of *Post*, a magazine which traces its beginning back to 1728. If there should be a tie, the contestant with the highest consecutive number of old covers will win. #

Miller Joins Dictograph

Herbert J. Miller, who formerly owned his own agency, has joined Dictograph Products Inc., New York, as sales promotion manager, a new title.

Drug Advertisers Buck N. Y. Effort to Force Ad Warnings

NEW YORK, July 7—New York City health authorities have warned ethical drug manufacturers that much of their advertising to doctors violates the city's health code.

In letters to manufacturers, the department of health has pointed out that its regulations require prescription drug advertising to carry full warning statements regarding contra-indications and side effects.

The department has asked the manufacturers to see that all of their advertising for prescription drugs carries such warnings.

The drug industry has flatly rejected this appeal. Delegations representing two associations—the Pharmaceutical Manufacturers Assn. and the Drug, Chemical & Allied Trades Assn.—have met twice already with health department representatives to discuss the problem.

■ The industry representatives have contended that it would be highly impractical for every piece of advertising to contain such warning statements "and perhaps dangerous, if the statements were compressed too drastically."

They also have pointed out that a good deal of drug advertising does carry statements advising the physician to refer to the full literature on a drug before prescribing it.

Further meetings are expected to be held.

One industry spokesman pointed out to ADVERTISING AGE that the drug ads appearing in the *Journal of the American Medical Assn.* must first be approved by an AMA council, "but this apparently isn't good enough for New York City," he observed. #

Emerson Electric to Lane

Emerson Electric Co., St. Louis, has appointed Richard Lane & Co., Kansas City, to handle its recruiting advertising. Batz-Hodgson-Neuwoehner Advertising Agency, St. Louis, is the previous agency.

Premium Club Elects Wolf

David S. Wolf, Ben S. Loeb Inc., has been elected president of the Premium Merchandising Club of New York.

SEAGOING ARTIST—*Don Sternloff, creative director of the San Francisco office of Fuller & Smith & Ross, works in his art office aboard the Matson liner Mariposa on a 45-day voyage in the South Pacific. During the voyage he is producing art for future Matson ads.*

Mohawk Failed to Promote Keene, N. H., Flights, CAB Says

WASHINGTON, July 8—A Civil Aeronautics Board examiner, in an initial decision, urged today that the CAB require a regional airline company to step up its promotional and advertising activities in Keene, N. H., and to start servicing the city on a "use-it-or-lose-it" basis.

CAB Examiner Barron Fredricks ruled that although Keene had not produced a daily average of five passengers for a 12-month period, as CAB regulations specify, "unusual and compelling circumstances" warrant the airline, Mohawk Airlines Inc., to resume two daily round trips from Keene to connecting New York and New England cities.

■ Keene has done its part, the examiner reported, to "make its people and its business organizations aware of air travel." The city distributed Mohawk advertising posters in strategic places, sponsored an air show which drew an estimated 10,000 to 12,000 people, and met with Mohawk officials in an effort to reschedule flights to Albany.

Mohawk, the CAB decision stated, showed little interest in increasing sales activity in Keene, and provided a token flight service, which showed up about two-thirds of the time. The airline company advertised over local radio station WKNE on a limited scale, costing Mohawk $800 in 1958 and $1,000 in 1959, contacted the local travel agents only twice, and stayed away from local industry. The examiner said Keene's factories were visited by TWA and American agents, but not by Mohawk.

■ "Failure to publicize its available service to this limited extent suggests that the carrier had no interest in developing its traffic at Keene," Mr. Fredricks stated.

The initial decision—subject to CAB review—ruled that Mohawk must serve Keene during a five-year period, as a link to larger connecting cities, subject to the "use-it-or-lose-it" provision that Keene can supply at least five passengers a day. #

Marketing Head for Gulton

F. Robert Walker, formerly field sales manager of General Electric's closed circuit tv equipment, has been appointed to the new position of manager of marketing of Gulton Industries, Metuchen, N. J. He will be responsible for marketing operations of the company's nine divisions and subsidiaries.

Last Minute Buys Cut Networks' Political Costs

Bristol-Myers, RCA Fill Out NBC Roster; ABC Adds Avco, Insurer

NEW YORK, July 7—By working right down to the wire, by pricing the package attractively, and by selling pieces of almost every conceivable size, the radio and tv networks have managed to come up with a sizable amount of sponsor support for the Presidential conventions and election coverage.

■ At midweek, NBC-TV brought Bristol-Myers (Young & Rubicam) into its sponsor group as a one-sixth participant. Very close to the last minute the network's parent company, Radio Corp. of America (J. Walter Thompson Co.), agreed to carry the last available sixth. Bristol-Myers got clearance for a product in the category that had been avoided in the early selling days; its commercials will feature Bufferin, among other products. RCA will promote a variety of appliances and services.

The latecomers will rotate in the commercial breaks with the earlier buyers: Lipton iced tea, Goodrich H-T Silvertown tires, Kentucky Kings and Belair cigarets, *Look*, "World Book" and, in Chicago, the *Sun-Times* and *Daily News*.

■ Signed as participating sponsors at ABC-TV this week were Mutual Benefit Health & Accident Assn. (Bozell & Jacobs) and Avco Mfg. Corp. (Benton & Bowles), with Mutual buying the largest chunk of time. 20th Century-Fox Film Corp. (Charles Schlaifer & Co.) bought one-twelfth some time ago, and Du Pont (Batten, Barton, Durstine & Osborn) will have six minutes scattered throughout the conventions. These are Du Pont's regular show commercials, which the sponsor chose not to have preempted by the special telecasts.

■ NBC Radio has sold one quarter of the conventions to Mennen Co. (Warwick & Legler) and one quarter to S. C. Johnson & Son (FC&B). The other half will be available for sale by stations. All the am and tv networks are allowing affiliates to sell the open portions of these broadcasts.

Backer of the network-sold portions of Mutual Broadcasting System's coverage will be Liggett & Myers Tobacco Co. (McCann-Erickson), which bought this as a part of a 26-week schedule for Oasis cigarets. Mutual sold 20% of its coverage; the other 80% will be available for sale by affiliates.

■ Observers in the broadcast advertising industry, who did not want to see this kind of hot attraction going sustaining, were relieved that the networks had managed—however little and late—to get at least partial sponsor support for one of the biggest news stories of the year. Sponsors in this case are important from the standpoint of network prestige and status; and of course they help to pay the bill for the manpower, equipment and pre-emption costs involved in this mammoth undertaking. But they only help to underwrite these public service events. Not even CBS, which sold radio and tv coverage to Westinghouse Electric Corp. for $6,000,000 in the fall of 1959, will make any money out of the doings of the politicos. #

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Revlon Inc. appoints Theodore G. Bergmann, formerly president and chief executive officer of Parkson Advertising, vp of advertising, effective July 19 ..... **Page 6**

Harry A. Lee, vp and Pacific area manager of J. Walter Thompson Co., says U.S. agencies which place foreign advertising can achieve greater economy and flexibility by having their own foreign operations ..... **Page 20**

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Obits on TV Giveaways Were Exaggerated

Game Shows Crop Up on Nets' Rosters as Fall Plans Shape Up

NEW YORK, July 7—The television giveaways and game shows are easing back into the news, as witness these developments:

• The New York district attorney, who helped to expose the big money quiz fixing in his earlier investigations, announced that a special grand jury had been called to determine whether criminal charges should be placed against witnesses who allegedly testified falsely in those previous inquiries.

• Two networks, American Broadcasting Co. and National Broadcasting Co., were battling over one of the hoariest giveaways around, the long-running tear-jerker, "Queen for a Day." This prize program now is carried in the late afternoon on NBC, but ABC has announced that the show will be seen on its tv network starting perhaps in the fall. As soon as the ABC announcement was made, NBC said it would fight to hold the show.

• Columbia Broadcasting System, which, like the other networks is breaking in relatively few new live telecasts this summer, was so taken with a game show called "Video Village" that it is devoting six half hours a week to it. The nighttime version is sponsored by Procter & Gamble. The daytime Monday-through-Friday strip is sold to various advertisers. "Game" seems like too exciting a word to describe this slow-walk competition, which has two members of the studio audience taking a few steps now and then, depending on how the die falls. The prizes—free dinners, theater tickets, $25 or so—certainly do not violate the network's ban against lavish giveaways.

• Comedian Jan Murray, whose "Treasure Hunt" was a casualty of the 1959 quiz cleanup drive, will be back in the fall with a new game and giveaway show on NBC. Three contestants will match wits at making up words on a game board from a collection of 16 letters. The prizes will range from typewriters to boats.

■ Quizes and audience participation shows continue to be a major daytime program category at NBC. The fall lineup will include "Dough Re Mi," "Play Your Hunch" (on nights, too, this summer), "Price Is Right" (a nighttime attraction as well), "Concentration," "Truth or Consequences," "It Could Be You," Jan Murray's Game, and, if NBC wins in the contract dispute, "Queen for a Day."

The most impressive conglomeration of merchandise is still being dispensed by the "Price Is Right," which gives away boats, cars, homes and dream trips. Largest cash jackpot at NBC is "Dough Re Mi's"; on this program some of the big winners get from $1,000 to $1,200.

■ At ABC, quizes and giveaways traditionally have played a very minor role. However, an old, old standby, "Beat the Clock," is dangling more money before the avaricious viewers' eyes these days than any other on tv. At this writing the bonus stunt, worth $100 a day until collected, had stumped so many players that it was up to $16,000.

Smaller winnings in prizes or money are to be had on "About Faces," "Who Do You Trust" and the nighttime panel show, "Take a Good Look."

■ CBS swept all its big loot shows off the air in 1959, after the quiz scandal broke. "Video Village" is the first game show scheduled by this network since its cleanup. Besides the newcomer, there are a few programs still going that survived the cleanup broom, among them "Houseparty," which hands out modest gifts, the "GE College Bowl," where college students match wits, and a few panel stanzas with modest emoluments for the volunteer players from the audience. #

KNOWING SMILES—*This is Jacob Ruppert Brewery's newest ad appearing in full color in magazines and newspaper magazine supplements. Ruppert's agency is Norman, Craig & Kummel, New York.*

Sawyer Moves to Marsteller Agency

NEW YORK, July 8—Howard G. (Scotty) Sawyer, formerly a vp of James Thomas Chirurg Co., Boston, will join Marsteller, Rickard, Gebhardt & Reed Aug. 1 as vp of marketing services.

Mr. Sawyer, with Chirurg since 1933, was a marketing vp when the agency merged with Anderson & Cairns, New York, July 1 to become Chirurg & Cairns (AA, April 11).

Howard Sawyer

At Marsteller, Mr. Sawyer will have responsibility for marketing, research and media activities, and will serve on the agency's creative plans group.

One result of the move is that Mr. Sawyer, who has held a wide variety of positions on many industry groups, will withdraw from activities of the Business Publications Audit of Circulations after his present term as board chairman is completed.

■ William A. Marsteller, agency board chairman, explained that "It has long been our agency policy that our people will not serve on boards of audit bureaus, since we have been strongly identified with the drive to obtain a common, comparable audit of both paid and controlled business paper circulations."

Mr. Sawyer began his agency career as a copywriter at Wolcott & Holcomb, Boston, and when that agency folded he joined the new Chirurg agency. #

Paul Biklen Joins Ogilvy

Paul Biklen, formerly with N. W. Ayer & Son, has joined Ogilvy, Benson & Mather, New York, as an account supervisor.

FLAMELESS—*Edison Electric Institute will run ads like this one this fall to promote electricity as the "flameless" fuel. Models for the ad are the wife and children of Larry Dunham, vp of Compton Advertising, New York, and supervisor on the EEI account.*

Edison Electric Uses 'Flameless' as Ad Keynote

Live Better Electrically Drive Hits Back at Gas Ads in $2,900,000 Push

NEW YORK, July 7—The heat is on in the household fuel market. Edison Electric Institute has announced a "sharply competitive" campaign to promote electricity as the "flameless" fuel, starting this fall.

For 1960 the budget is $2,900,000, with an increase anticipated for next year. In the next 18 months, the campaign will be concentrated in four magazines: *Better Homes & Gardens, Life, Reader's Digest* and *The Saturday Evening Post*. The ads will also concentrate on the major electric appliances, "the most critically competitive subjects." Water heaters, dryers, ranges, heating and cooling equipment and the total-electric Gold Medallion home will be featured, rather than the small appliances which have been given considerable EEI promotion heretofore.

The over-all aim of the campaign is to promote the total-electric home, which the industry now considers to be "a completely practical objective." In the next decade, the entire industry—including utilities, manufacturers and other allies—at the current rate will invest over $5 billion in advertising and promotion to promote the total electric living concept, according to EEI.

■ In explaining the "flameless" campaign at a press conference, R. G. MacDonald, chairman of the EEI sales division executive committee, pointed out that the gas industry in its ads "has singled out its exclusive competitive advantage—the flame.

(Continued on Page 123)

Carling Sets New Red Cap Ale Drive

CLEVELAND, July 5—Carling Brewing Co. will kick off a new campaign in magazines this month for Red Cap ale.

Ads using the theme, "More flavor to it because there's more hops in it," will run in *Esquire, Holiday, The New Yorker* and *Sports Illustrated*. Benton & Bowles, New York, is the agency.

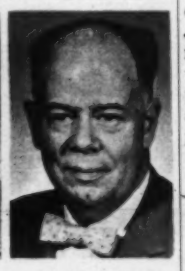
Carling will promote on-premise and off-premise sales of Red Cap during the push with such display materials as backbar and counter bottle cards, table tents, floor bins, pole merchandisers, overwire banners and shelf talkers. #

Allis-Chalmers Industries Unit Names Murphy Ad Manager

MILWAUKEE, July 7—Allis-Chalmers Mfg. Co. has realigned duties in the ad department of its industries group and has appointed J. W. Murphy manager of advertising for the group and A. R. Tofte assistant to the manager.

The move consolidates two former departments—advertising and

J. W. Murphy


A. R. Tofte

the publications and industrial press departments.

In grouping related functions, the company also has named D. A. LeRoy manager of industrial equipment advertising; L. C. Doelger manager of utility equipment advertising; J. L. Black manager of the publications section; H. A. Reinhard manager of promotion services, and T. P. Doyle, media buyer and budget coordinator. #

Squibb Consolidates Marketing in Unit Under Stock, Squibb

NEW YORK, July 6—E. R. Squibb & Sons has consolidated all marketing and sales operations into a single unit under the direction of Fred J. Stock as vp for marketing.

At the same time George S. Squibb has been named director of sales, reporting to Mr. Stock.

■ Included in the consolidation of this Olin Mathieson Chemical Corp. division are sales promotion, advertising, veterinary, Squibb Laboratories, branch operations, field sales, chemical and market research.

Mr. Stock, a former pharmacist and chain and drug store executive, joined Olin Mathieson in 1952. Mr. Squibb, great grandson of the founder, has been with Squibb in various capacities for more than 20 years. #

Trade Shows to Steinlauf

Trade Shows Ltd., manager and producer of the California Gift Show, Los Angeles Intimate Apparel Show and Denver Gift and Jewelry Show, has appointed Malcolm Steinlauf Co., Los Angeles, to handle its advertising and promotion. Carson/Roberts was the previous agency.

Democrats Deny Considering Ad Tax for Platform

Schlesinger Says Item in Speech Was 'Casual Reference,' Not Proposal

NEW YORK, July 7—The specter of an advertising tax, plus additional curbs on advertising, to be urged on prospective Democratic candidates by the Democratic Advisory Council, turned out to be the result of an over-apprehensive imagination this week.

Here's the story:

Last week *Printers' Ink* reported that "Democratic Council comes out for new federal controls and a tax on advertising," and went on to say that a booklet by Arthur Schlesinger Jr. suggesting an advertising tax and containing caustic views of advertising had important implications "because it was released by the Democratic Advisory Council" and "It is probable that Schlesinger's thinking will help shape the Democratic platform, whoever the candidate is."

There is indeed a booklet by Dr. Schlesinger, historian and professor at Harvard, member of a DAC committee, and an adviser to Sen. John Kennedy. It can be bought for 35¢ from the Democratic Advisory Council, it is marked "for private circulation" on its cover, and it does include some critical phrases about advertising.

■ However, there are some considerable qualifications to the story:

1. The booklet does not represent the considered recommendation of the Democratic Advisory Council.

2. It does not represent an "official" document of the council.

3. It does not represent Dr. Schlesinger's considered recommendation—he says mention of an ad tax is a "casual reference," an example of what might be studied as a source of future tax revenue.

4. It does not represent his recommendation to Sen. Kennedy.

5. It is a personal document—an edited and amplified version of a speech Dr. Schlesinger made in

(Continued on Page 123)

Bryan Named Head of Esso Standard

NEW YORK, July 8—William W. Bryan, formerly vp of marketing of Humble Oil & Refining Co. of Delaware—principal domestic affiliate of Standard Oil Co. (New Jersey)—has been named president of Humble's Esso Standard division, effective Aug. 1.

He succeeds O. V. Tracy, who retires after 30 years with the company.

At the same time, Jersey Standard appointed Robert H. Scholl, former exec vp of Esso Standard, to director of public relations of the parent company.

Stewart Schackne, formerly public relations manager of Jersey Standard, has been named public relations counselor, "to concentrate particularly on planning and creative activities." Mr. Schackne had formerly handled corporate public relations as well as Jersey's institutional advertising program. #

Blair Boosted by 'IR'

Industrial Research, Chicago, has appointed William A. Blair vp and New England sales manager, headquartered in Boston. He was formerly assistant to the magazine's eastern sales manager.

Government Seeks New Agency for Trans-Canada Air

Politics May Take $1,000,000 Account From Cockfield, Brown

MONTREAL, July 5—The government-owned Trans-Canada Air Lines, with billings of $1,000,000-plus, may pick a new agency soon to conform with the political complexion of the present Canadian government.

It was in 1957 that the Progressive-Conservative party swept into power under John Diefenbaker to capture the regime from the Liberal party headed by Hon. Louis St. Laurent. Cockfield, Brown & Co., the present agency on the account, was appointed by the Liberals.

■ ADVERTISING AGE learned that the new government has been "shopping around" in agencies friendly to the Progressive-Conservative regime and plans a major shakeup in the placing of the TCA account. However, many of the major agency concerns are being a bit shy in making costly presentations for TCA in view of the two recent political upheavals in Quebec and New Brunswick when the Liberal party gained further strength over the National Union and Conservative parties.

Agency men here, AA was told, feel it would not be worth their while to participate in costly presentations to the government when there is a chance, within the next two years, that the Diefenbaker government may be overthrown in the wake of the Quebec and New Brunswick trend. It is felt that time is a big factor in reorganizing the TCA account, whoever gets it, and it would not be worth while touching before a new regime assumes power. #

NFAA Elects Regional Heads

National Federation of Advertising Agencies, Los Angeles, has elected Harold M. Schneider, Schneider-Cardon Ltd., Montreal, regional governor of the eastern states. Jack T. Holmes, Jack T. Holmes & Associates, Fort Worth, has been elected regional governor of the central states and James W. Clark, Gerth, Brown, Clark & Elkus, San Francisco, has been elected regional governor of the western states. At the same time, McHenry-Derek Advertising Agency, Greensburg, Pa., has been elected into membership of the NFAA.

Thomas Laufer Moves Offices

Thomas Laufer & Associates, industrial designer, has moved its headquarters to 164 Spencer Ave., Sausalito, Cal.

SUEDE SAVER PUSH—*This is the opening scene of a tv commerical for Suede Saver silicone protector and reconditioner for suede shoes. One-minute spots will appear from Sept. 13 through Nov. 18 on ABC-TV. Agency is Church & Guisewite Advertising, Midland, Mich.*

Dow Corning Sets Record Push for Suede, Shoe Saver

MIDLAND, MICH., July 6—Dow Corning Corp. will launch its biggest consumer advertising program to date this fall for its two silicone products, Shoe Saver and Suede Saver.

Beginning early in September, the campaign will combine network tv and consumer magazines, featuring a central theme of "silicone protectors" for footwear.

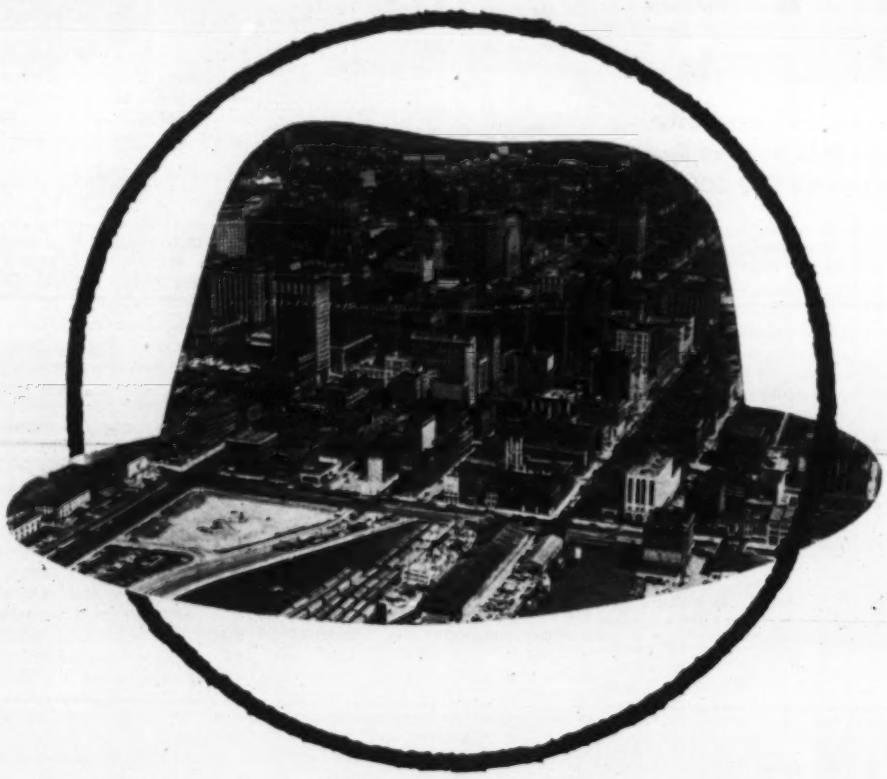
From Sept. 13 to Nov. 18, one-minute commercials will appear on ABC-TV afternoon shows, including "Beat the Clock," "Who Do You Trust?" and "Love That Bob."

The Sept. 17 issue of *TV Guide* will carry a four-page, color insert featuring the two products. Additional magazine ads for Shoe Saver will appear in *Outdoor Life, Sports Afield, Sports Illustrated* and *True*. Ads for Suede Saver will run in *Mademoiselle, McCall's* and *Vogue*.

A special merchandising mailing to 30,000 retail store outlets has been set for late summer to outline the national ad program.

Esterbrook Names Richardson

Esterbrook Pen Co., Camden, N.J., has elected Oliver F. Richardson, formerly with Minnesota Mining & Mfg. Co., vp, marketing.



in the center of the ring!

More than 85% of Baltimore families (1.5 million people) live within a 15-mile "ring" from the heart of downtown, roughly the ABC city zone—making Baltimore the *most compact major market* in America, as well as one of the *fastest growing*.

Equally as important, an estimated 92% of the total Baltimore market retail sales are consummated in this same compact area, making it a *highly productive* market—America's 12th largest, in fact.

Contact with this compact market now, as always, can be established best and most economically by your use of the Sunpapers. More than 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% of it home delivered) is in Baltimore's concentrated, fast growing, highly productive city zone.

The Baltimore Sunpapers

ABC 9/30/59: Combined Morning and Evening 413,882—Sunday 317,989

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

In the Top 20 in Total Retail Sales

Stands Out in Furniture, Household and Radio Sales

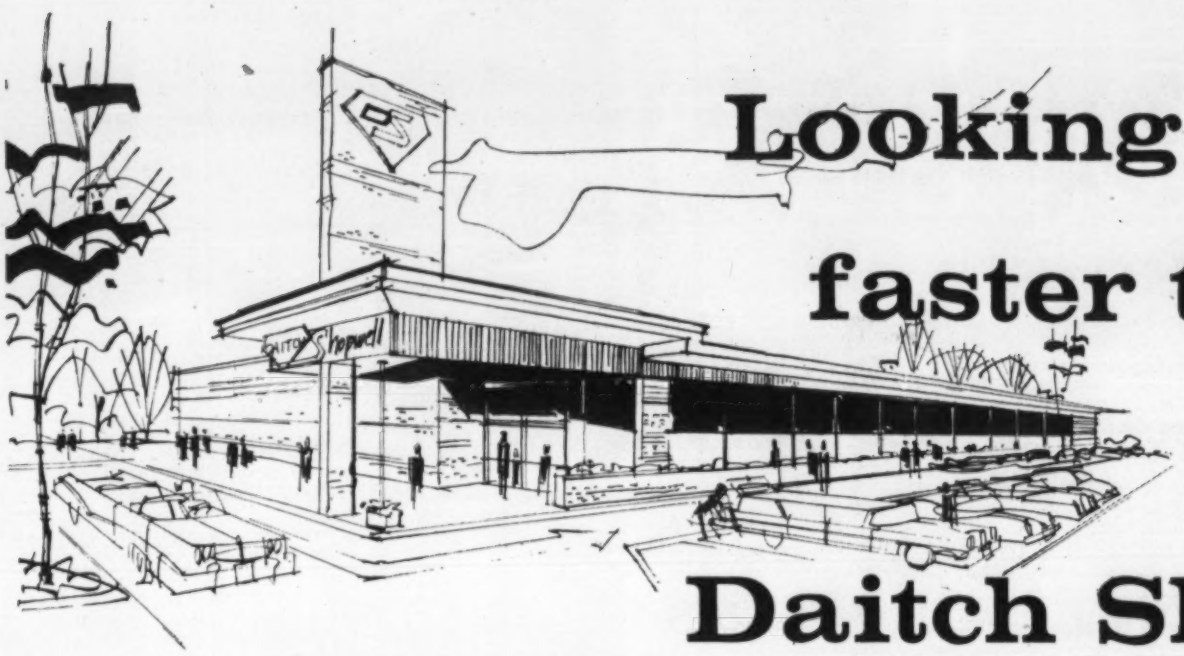
Plant your household advertising in Greensboro—the market with a knack for making sales grow. Greensboro sells more furniture, household goods and radios than Charlotte, trails just behind such primary markets as Nashville and Richmond. 42% gain 1958 over 1954—a not uncommon sales gain for advertisers in the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1959 Major U. S. Markets Analysis"* Brochure of all 292 Metropolitan Markets.

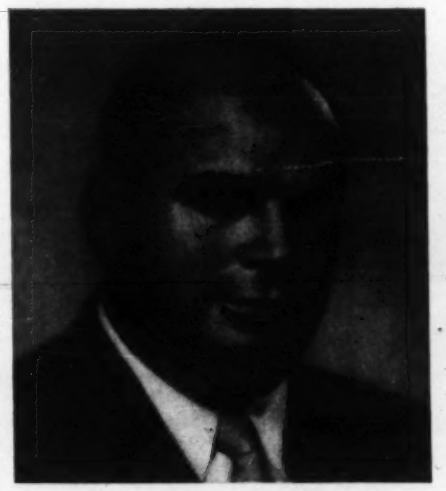
Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.



Looking for faster turnover at Daitch Shopwell?



LOUIS H. TAXIN
President
Daitch Crystal Dairies, Inc., New York, N.Y.
93 stores. $83,480,114 annual volume.

Let Mr. Louis H. Taxin, President of Daitch Crystal Dairies, Inc., give you just one example of what happens in food stores from coast to coast when products are advertised in THIS WEEK Magazine—the biggest thing in print:

"WE are heavily sold on the impact of THIS WEEK Magazine and its continuing influence week after week in the movement of goods through our stores. We only wish that more and more manufacturers would give a really powerful push to their brands by regularly advertising in THIS WEEK Magazine."

LOUIS H. TAXIN

To move goods fastest...

Buy The Big One

CIRCULATION MORE THAN

13,000,000

Bergmann Named Revlon Ad Vp

Veteran Broadcast Adman Has Been President of Parkson Advertising

NEW YORK, July 7—Theodore G. Bergmann has been appointed vp of advertising by Revlon Inc., effective July 18.

The 40-year-old Mr. Bergmann has been president and chief executive officer of Parkson Advertising since shortly after its founding three years ago. No successor has been named at Parkson, the agency whose main account is J. B. Williams Co. (formerly Pharmaceuticals Inc.).

Mr. Bergmann became the third man in less than 18 months to hold one of advertising's toughest jobs, with a salary of probably more than $50,000 annually.

Ted Bergmann

■ Last December G. Kenneth Beirn left the post to join General Development Corp. He had resigned the presidency of C. J. LaRoche & Co. in February, 1949—when it was still a Revlon agency—to join Revlon as successor to George Abrams. Mr. Abrams left after three and one-half years to become president of the Hudnut-DuBarry division of Warner-Lambert Pharmaceutical Co.

After Mr. Beirn left, Evan William Mandel, assistant to Charles Revson, Revlon president, and former advertising manager, had been filling in until a successor was found. He will again devote his full time to duties as assistant to the president "as soon as possible." Revlon reportedly held "quite a manhunt" for the job and has been talking with Mr. Bergmann for about three months.

■ Ted Bergmann has spent his entire business career in New York and is one of television's early-birds, starting as a salesman for the DuMont Television Network in 1947, when there were but 35,000 tv sets in New York City and few agencies wanted to waste their time talking to tv salesmen. When DuMont shut its network in late 1955, Mr. Bergmann had worked his way up through sales to managing director of the network and its owned stations.

He then joined McCann-Erickson where, as vp and associate director of tv and radio, he functioned on about half of the home office accounts, which then included Coca-Cola, Chesebrough-Pond's, Mennen, Lehn & Fink, Chrysler and Esso, and was a member of the agency's marketing plans board.

Mr. Bergmann's first contact with Pharmaceuticals occurred when the proprietary company was a DuMont sponsor. He left McCann after 23 months in October, 1957, to head the agency that succeeded Edward Kletter Associates on Pharmaceuticals Inc. as Mr. Kletter joined the client as vp and director of advertising.

In February, 1960, Franklin Bruck resigned as board chairman of Parkson and formed Sackheim-Bruck with Maxwell Sackheim. At that time Mr. Kletter assumed the chairmanship of the agency while retaining his title with the client as well.

■ Mr. Bergmann attended Amherst and spent a year as a cost accountant with American Home Products before stepping into the communications business in 1941 as a page at National Broadcasting Co. After military service, which included a stint as radio public relations officer in the Paris studios of Supreme Headquarters Allied Expeditionary Forces (in 1956 he produced the CBS-TV Dwight D. Eisenhower birthday party), Mr. Bergmann joined the budding DuMont network.

He lives in Manhasset with his wife, Patricia, and four sons—ranging from three to 13. #

MICHIGAN ADVERTISING DISTRIBUTING COMPANY
WE WANT TO BE YOUR MAILMAN
MICHIGAN ADVERTISING DISTRIBUTING COMPANY
WANT TO BE YOUR MAILMAN

SPECIAL DELIVERY—*Detroit motorists have been getting a start lately when overtaken on the road by this giant mailbox, 13½' high and 8' wide, used as a promotion by Michigan Advertising Distributing Co.*

Screen Gems Names Two

Henry S. White, formerly director of program procurement of Screen Gems, New York, has been promoted to the new post of national sales manager. Mr. White has been devoting some time to sales at Screen Gems during the past two years. Screen Gems also has named Selmer (Sonny) Chalif, formerly in charge of liaison with advertisers and agencies in Hollywood, general assistant to William Dozier, vp in charge of West Coast activities. Mr. Chalif also will retain his former duties.

8% Rate Increase Announced

Electrical West, a McGraw-Hill publication, will increase its rates about 8% in January, 1961. The new cost per b&w page will be $498, with a $90 premium for standard colors. The increase was attributed to two increases in printing costs since the publication's last rate was established, and a 10% increase in postal rates.

C-C May Buy Macmillan

Crowell-Collier Publishing Co. has entered into negotiations for control of Macmillan Co., fiction, trade and text book publisher. Both companies are in New York. Crowell-Collier, which dropped its consumer magazines in 1956, now publishes encyclopedias and other reference works.

Metzger Joins Schapper

Homer P. Metzger, formerly with Dowd, Redfield & Johnstone, has joined Henry Schapper, New York, personnel agency specializing in advertising, public relations and publishing, as vp in charge of advertising recruitment.

DAVENPORT, IOWA
ROCK ISLAND, ILLINOIS
MOLINE, ILLINOIS
EAST MOLINE, ILLINOIS

QUAD-CITY NEWSPAPERS

MOLINE DISPATCH
ROCK ISLAND ARGUS
Represented by ALLEN KLAPP

DAVENPORT MORNING DEMOCRAT
DAVENPORT EVENING TIMES
Represented by JANN & KELLEY, Inc.

NEWSPAPERS ARE YOUR BASIC ADVERTISING MEDIUM IN THE QUAD-CITIES

DELIVER DAILY
99.8%
HOME COVERAGE
OF
IOWA-ILLINOIS
3rd MARKET

IOWA
ILLINOIS
5 ROCKFORD
1 CHICAGO
DES MOINES 4
3 QUAD-CITIES
2 PEORIA
POPULATION
1. CHICAGO 6,117,900
2. PEORIA 294,700
3. QUAD-CITIES . . 279,700
4. DES MOINES . . . 267,600
5. ROCKFORD . . . 196,200
Source: Sales Management 1960 Survey of Buying Power

NEWSPAPERS ARE YOUR BASIC ADVERTISING MEDIUM IN THE QUAD-CITIES

If you plan to sell big in the Quad-Cities . . . use NEWSPAPERS

Sparkler!

BRIGHTEST FIRST HALF IN POST HISTORY!

SPARKLING GAIN OF 128 AD PAGES OVER FIRST HALF '59!

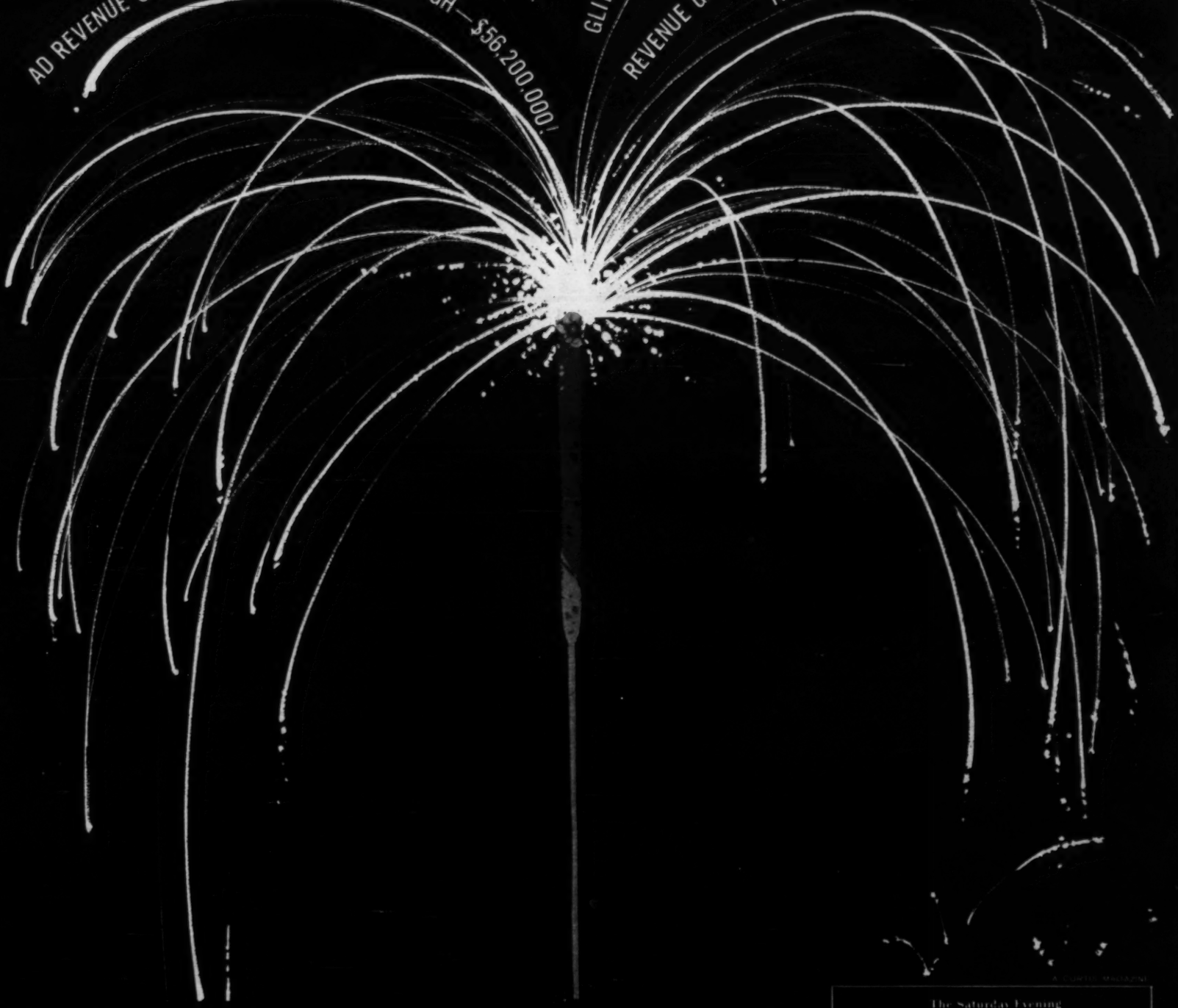
AD REVENUE SKYROCKETED TO ALL-TIME HIGH—$56,200,000!

GLITTERING GAIN OF $9,400,000 OVER SAME PERIOD LAST YEAR!

AD-PAGE GAINS EACH MONTH FOR FIVE MONTHS!

REVENUE GAINS EACH MONTH FOR SIX MONTHS!

THAT'S VITALITY!



More and more advertisers pick the Post because the Post sells merchandise! Ask Sylvania. Ask Chun King. Ask Scott Paper. Ask Smith-Corona. Ask Cluett, Peabody.

Publisher's Estimate

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

YOU MISS

1/2

THE SIX BILLION DOLLAR
WHEELING-PITTSBURGH
MARKET WITHOUT

WWVA

CBS RADIO • ONLY 50,000 WATT NETWORK STATION IN AREA

the **STORER** *station backed by 33 years of responsible broadcasting* **CALL BLAIR**

Bissell Uses 4 win Inserts in Single Issue of 'Home Furnishings' to Promote New Lines

GRAND RAPIDS, MICH., July 5—Bissell Inc. will run two full-color inserts featuring its full line of products in the July 11 issue of *Home Furnishings Daily*. Bissell and its agency, Clinton E. Frank Inc., Chicago, believe that this will be the first time that two different full-color inserts will appear in different sections of a business publication for a single advertiser.

The first insert will have eight pages and will feature carpet sweepers, Flex Master dust mops, Sponge Master mops, Shampoo Masters, Upholstery Masters and rug and upholstery shampoos. It also outlines all of the products, promotions, pricing, advertising and merchandising for the second half of 1960, and will appear in the housewares section of *HFD*.

■ The second insert, a four-page job—will feature the company's Bissellectric line of new automatic floor and rug cleaners, and will run in the electric housewares section of *HFD*. The insert marks the first national introduction to the trade of products and prices for these new electric driven items.

BISSELLECTRICS—*This is the first page of a four-page color insert which Bissell Inc. will run for its new line of Bissellectric automatic floor and rug cleaners in the July 11 issue of Home Furnishings Daily.*

Both inserts will be used as selling tools by the Bissell sales force. Similar ads will run later in *Electrical Merchandising Week, Hardware Age, Hardware Retailer, Housewares Buyer, Housewares Review* and *Mart*. #

They said they'd let me down as soon as I realized Metropolitan Fort Worth is Z-O-O-M-I-N-G!

ONE-FOURTH OF ALL TEXAS BUSINESS IS DONE IN THE 100-COUNTY FORT WORTH MARKET

Retail Sales, 24.9%; Automobile Sales, 27.5%; Drug Sales, 25.8%; Food Sales, 24.7%; Home Furnishing Sales, 23%; Gasoline Station Sales, 26.5%; General Merchandise Sales, 22.8% . . . AND Effective Buying Income in the Fort Worth Market is 24.7% of the entire state's E.B.I.

You can reach this rich Texas market BEST in the pages of the FORT WORTH STAR-TELEGRAM.

Source: Sales Management

FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

Dan Ryan Retires from T-L; Formed Commercial Division

Dan Ryan, who joined Tatham-Laird, Chicago, in 1948 to create its commercial department, will retire on Aug. 15 after a 25-year career in the theater, radio and advertising. At the end of World War II, Mr. Ryan headed the commercial department at Dancer-Fitzgerald-Sample, Chicago, where he made the first experimental tv commercials for General Mills in 1947.

Dan Ryan

As executive director of commercial production at T-L, he was the first to use "mobilux" in commercial films. With Mr. Ryan's retirement, the agency's commercial production department completes its merger with the copy department to integrate all creative functions under copy chief Jerry Birn. Tom Cadden has been appointed commercial production supervisor (AA, July 4).

Shoemaker Elected President

Lisle Shoemaker, vp and partner, Teawell & Shoemaker, has been elected president of the San Diego Assn. of Advertising. Other new officers include Orva Huff Smith, radio-tv director of Phillips-Ramsey Co., vp, and William Nietfeld, owner of William Nietfeld & Associates, secretary.

Harrison Joins Kline & Co.

Benjamin Harrison, former general sales manager at C. F. Sauer Co., Richmond, Va., has joined Robert Kline & Co., Richmond agency, as exec vp.

Agency Names Kinney VP

Irvin C. Kinney, former advertising nanager of T.C.I. division, U. S. Steel Corp., has been named vp of Advertising Associates, Birmingham agency.

"The White House of Oakland" at world-famous Kaiser Center.

MR. BIGGS DIRECTS TRAFFIC TO THE WHITE HOUSE

(via the **Sunset** route)

When suppliers ask Reginald Biggs, president of The White House department stores in Northern California, what merchandising support he wants, he is apt to say: "advertise in Sunset." An experienced Western retailer, he long ago discovered Sunset's *deep reach* into the minds and buying habits of the West's best dollar-volume customers.

Mr. Biggs also practices what he preaches. Last year he wrote to Sunset, "I want a Sunset promotion." The resultant White House promotion was built around the Sunset-A.I.A.* Western Home Awards. Mr. Biggs reported "an unprecedented volume of traffic on our home furnishings floor." Naturally, The White House is scheduling another Sunset promotion this year.

Of course, it isn't just traffic that counts. It's the *buying response* of Sunset readers. To borrow the phrase of a New York advertising agency executive, Sunset's compatible editorial content "opens the pores" of its readers, and makes them receptive to the ideas presented by Sunset advertisers. So, "when Sunset comes out, things happen."

Things happen because Sunset editors stimulate action by the readers, who, in turn, look to Sunset advertisers for the means to accomplish their purposes – in living, cooking, gardening and travel. They are an *influential* group of buyers. Their median income is 17% higher than the Western average, 45% higher than the U. S. average.

Thirty years ago, when Reg Biggs was associated with another leading department store, he helped Sunset pioneer the primary method it still uses to promote circulation. This is a yearly subscription offer by mail to the charge account customers of 82 leading department stores and branches in the West and Hawaii. This voluntary cooperation has helped Sunset's circulation grow *twice as fast* as the West's fast-growing population.

If you market in the West or Hawaii, or any part thereof, Sunset's *deep reach* can "open the pores" of the West's best customers to your product or service. Sunset can make things happen because it is the West's *own* Magazine of Western Living.

**American Institute of Architects.*

As The White House of Oakland nears completion, Mr. Biggs and Sales Promotion Director H. W. Alexander plan a Sunset promotion to follow the store opening.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

Running for Office? Radio on Your List? Jingle Mill'll Give Your Try a Tuneful Twist

NEW YORK, July 7—Candidates for political office may give pop singers a little competition on radio before the national elections this fall.

The Jingle Mill, one of the largest producers of musical jingles for radio, already has serviced some 200 politicians with custom-made jingles at the nominal fee of $68. This amount entitles the client to use the jingle on one station for a full year in as many spots as he wishes to buy. For each additional station carrying the jingle, the Jingle Mill is paid $25.

■ Some of the office-seeking politicians who have used the Jingle Mill's service include senators, congressmen, governors, mayors, assemblymen, sheriffs and city marshals. These clients represent almost every state east of the Mississippi, plus Texas and Oklahoma. Among the current campaigners using singing commercials to get their image across to the voters are Gary Bennett, of Florida, who is up for the Senate, and Victor Wickersham, of Oklahoma, who is running for a seat in the House.

■ The Jingle Mill, which expects to produce at least 200 more political jingles before the November elections, tailors the lyrics to the specifications of the candidate. In about 95% of the cases original tunes are used, while the remainder of the clients make special requests for tunes which fall into the category of public domain. Mort van Brink, president of the Jingle Mill, said the jingles run from 10 to 35 seconds in length and feature vocal soloists or groups with full orchestration.

As an economy measure, the Jingle Mill tapes the music for these jingles in Europe, with an orchestra ranging from eight to 27 members. The words are recorded later. About 20 new tunes are produced every five or six weeks by a staff of five composers. By taping abroad, payment of re-use fees to musicians is avoided.

The normal service to clients calls for delivery in about three weeks, although in special cases it has taken as little as two days, Mr. van Brink said. If a candidate wants a special tune, it takes about six weeks, he added.

■ The Jingle Mill, which began with a staff of three people three years ago, has grown to a 31-member team and has outgrown its second home. A staff of eight singers is maintained to do solo or group recordings on tape or record. The company has done the audio portion of some tv jingles. It expects to do a $400,000 volume this year, Mr. van Brink said.

Politicians usually hear of the Jingle Mill's service through their local radio stations, 1,200 of which the company has serviced, or local advertising agencies. In making their bid for part of the politicians' campaign budget, the stations tell them of the custom jingles available at the modest production cost.

■ Most of the candidates using Jingle Mill's facilities in the past have requested stirring, up-tempo tunes to accompany their political pitches. Although most asked for a light touch with the lyrics, they preferred to play it straight, foregoing the use of humor. One bouncy 10-second original ditty used by Oral J. Skeen in running for governor of West Virginia contained the brief message: "He'll serve you capably and courageously; vote for Oral J. Skeen for governor." It ran on about 12 stations in the state but didn't get him elected.

A politician in Little Rock is making a bid for a second term in Congress with an original 30-second stirring march prepared by the Jingle Mill for an upcoming primary. His musical plea, which pounds home his name, is running on about seven stations in his congressional district. It goes like this:

You can be sure if you vote for Alford.
Dale Alford is your man.
It's Alford for action, that we know.
His second term will keep us on the go.
You can be sure if you vote for Alford,
Your Democratic congressman.
Keep Dale Alford in action;
Dale Alford is your man.

■ In running for sheriff of New Iberia, La., Louis Walet requested that his message be set to the tune of "Frere Jacques." He attempted to lull his constituents with:

If you want a man that's true,
Then Louis Walet is the man for you.
So vote for him for sheriff;
He's the man for sheriff.
He's the man that leads the way;
So vote for Walet on election day.
Ninety-five on the ballot,
He's your man, he's your man.
Vote for Walet;
You'll win with Walet.

Mr. van Brink pointed out that his service also is available to non-partisan political organizations in stressing such points as trying to get people out to vote. #

Cable Company Can Distribute TV Shows, Montana Court Holds

HELENA, MONT., July 5—A cable company has the right to distribute to its subscribers programs carried by television stations, a Montana judge has ruled.

Judge W. W. Lessley ruled in Lewis & Clark County district court for Helena Television Inc., the cable company, which was sued by Z Bar Net, a broadcasting company, and Television Montana, a subsidiary. Z Bar Net operates stations in Butte and Helena, and permits a Great Falls station to rebroadcast its Butte programs.

Judge Lessley's order held that Z Bar Net and Television Montana "have no property interest, by copyright or otherwise, in any programs broadcast by KXLF-TV, Butte, or in any signals or programs received on the defendant's [Helena Television] community antenna system and distributed to defendant's subscribers."

■ The court also ruled the activity of the cable company does not constitute a violation of any rights or privileges of Z Bar Net and Television Montana, which sought to prevent Helena Television from using programs rebroadcast from the Great Falls station. Trial was held last February. #

Colgate, Schick Tie-in

Colgate-Palmolive Co., New York, is offering a Schick razor and eight blades with eight different Colgate and Palmolive shaving products at an 80¢ saving, starting the week of July 17, and reports the "biggest national advertising campaign in shave cream history will support the combination offer." Network television, magazines and Sunday supplements will be used, and point of sale display material. Ted Bates & Co. will place the Palmolive ads, Street & Finney the Colgate ads. Colgate and Schick joined last year for a test combination offer.

MOO TO MAGOO—*The nearsighted Mister Magoo campaigns for General Electric's light bulbs next fall in tv commercials and print ads. Here he cavorts through the grass roots to get "ballots for bulbs" from some bovines. Batten, Barton, Durstine & Osborn is the agency.*

Unusual Print Review Featured at Workshop

AA Creative Sessions to Analyze Best of Current Advertising

CHICAGO, July 7—Current print advertising will get a thorough going over at the third annual Summer Workshop on Creativity in Advertising, sponsored by ADVERTISING AGE at the Palmer House, Chicago, Aug. 2-5.

In addition to much material presented on other days, most of Wednesday, Aug. 3, will be devoted to a critical analysis of current advertising.

A distinguished panel of some 25 agency creative directors, under the direction of Draper Daniels, exec vp of Leo Burnett Co. in charge of creative activities, reviewed advertising in May issues of *Farm Journal, Ladies' Home Journal, Life, New Yorker, New York Sunday News* and *St. Louis Post Dispatch*—picking in each case what they considered the five best (and also some of the worst) of current advertising.

The campaigns will be reviewed at a two-hour session by Mr. Daniels, with workshop participants scoring more than 100 ads picked by the panel. Later, five individual creative sessions will discuss a sample of the advertisements, as to approach, headline, copy, layout, etc. A "quick sketch" artist will be on hand in each session to visualize ideas which may be developed.

■ The panels will be presided over by Fairfax M. Cone, chairman of the executive committee, Foote, Cone & Belding; Ernest A. Jones, president, MacManus, John & Adams; William A. Marsteller, chairman, Marsteller, Rickard, Gebhardt & Reed; Raymond O. Mithun, chairman, Campbell-Mithun, and Chester L. Posey, senior vp and Chicago manager, McCann-Erickson.

Still another panel will discuss current print advertising from the standpoint of the buyer, rather than the producer of advertising. On this panel will be William R. Farrell, director of marketing services, Monsanto Chemical Co., St. Louis; James S. Fish, vp and director of advertising, General Mills; Franklin J. Lunding, chairman, Jewel Tea Co., and Ray Weber, advertising director, Swift & Co.

Other aspects of advertising will be treated in other sessions, including various phases of broadcast production, for which participants will be taken to Fred A. Niles Production studios.

■ Although registrations for the workshop are officially closed, last minute cancellations may provide opportunities for late registrants. The workshop fee is $110, and full details may be secured from Summer Workshop, c/o ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill. #

AAW Raises Dues to Increase Activity on Anti-Ad Laws

MEXICO CITY, July 5—The Advertising Assn. of the West plans to be more active on several fronts during the coming year, particularly in the areas of (1) improvement in advertising education, (2) legislative and public affairs and (3) truth and good taste in advertising.

The funds to make this increased activity possible were assured last week when the AAW board voted to raise dues substantially. The dues increase also will enable the association to hire a fulltime assistant to its longtime exec vp, Charles Collier.

■ At the final board meeting wrapping up its 57th annual convention here last week (AA, July 4), AAW decided to concentrate its energies (and dollars) as follows:

1. On improving advertising education. This will be accomplished by working through clubs that have educational institutions in their area, in an attempt to provide more courses in advertising and better teachers for these courses.

AAW also intends to work nationally on this problem, in cooperation with the American Academy of Advertising.

2. On legislative and public affairs. In this area each AAW club will set up a standing committee for legislative and public affairs. Their activities will be coordinated by AAW district vps, and the committees will have two basic tasks:

- Fighting against anti-advertising legislation.
- Trying to educate legislators to what advertising really is and what it means to the economy.

■ Bill Queale, Sacramento public relations counselor, will head the legislative affairs committee of AAW.

And in addition to the activities outlined above, the association plans to intensify its work towards truth and good taste in advertising through committees in each of the local adclubs. #

Magoo Highlights $1,000,000 Bulb Campaign by GE

CLEVELAND, July 7—The nearsighted Mister Magoo will be campaigning this fall along with the Presidential candidates, but his slogan will be different—"Vote for Magoo, and GE bulbs too!"

Mister Magoo will highlight the spot tv phase of General Electric's $1,000,000 light bulb sales campaign, which will feature a five-point marketing approach with innovations in the areas of product, package, merchandisers, display and advertising.

The fall promotion, which begins Sept. 19, is an expanded follow-up to the spring campaign, the success of which was attributed largely to Mister Magoo's appearances on tv.

For four weeks GE will run about 100 spot commercials per market in 125 key lamp-selling areas across the nation. About 20 of these will be in prime time. A total of 269 tv stations will be used to flash the one-minute animated commercials, 20-second spots and eight-second ID's produced for the campaign by UPA Pictures Inc.

■ Also included in the consumer ad plans are a spread in *Life* during October and a page ad in *The Saturday Evening Post*. The cartoon technique will be employed, with Mister Magoo and GE bulb displays as central features.

A contest tying in with the election theme of the advertising and display material will be conducted for bulb dealers.

In the product area, GE will promote several of its newest bulbs. Expected to receive the most attention is the "smaller, whiter, brighter" 100w bulb.

A redesigned four-bulb carton, featuring improved manufacturer identification, more prominent price marking and cleaner and more modern printing is the prime packaging innovation in GE's five-point selling system.

In the merchandiser area, GE will offer a wide variety of permanent and temporary units designed for displaying bulbs.

The fifth key area in the five-part program involves displays, including posters, banners, streamers, display cards, badges and bulb-holding units.

The agency is Batten, Barton, Durstine & Osborn, Cleveland.

KELLOGG TO SPONSOR MAGOO ON SPOT BASIS

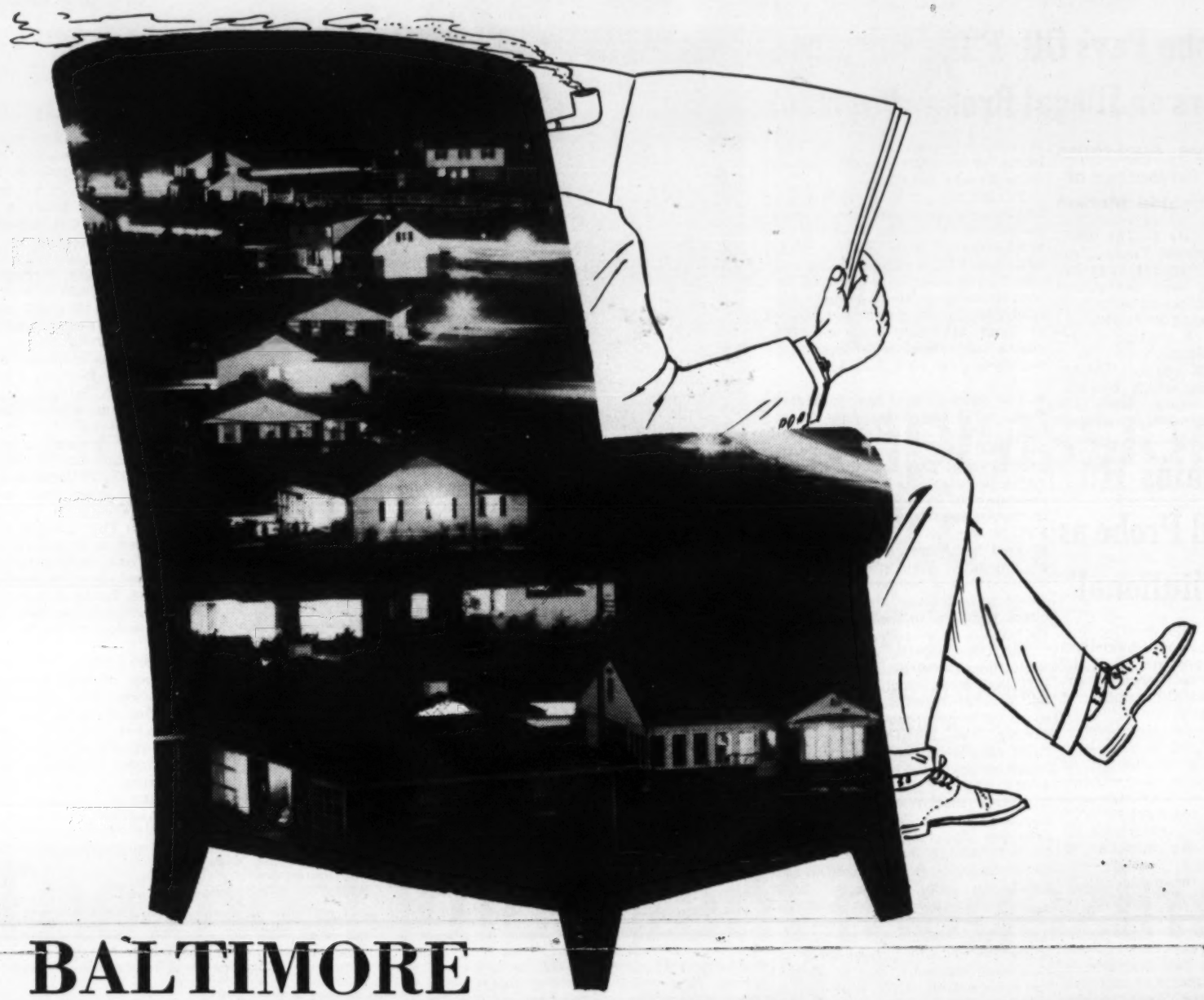
BATTLE CREEK, MICH., July 7—Kellogg Co. will sponsor the "Mister Magoo" animated tv series in more than 100 markets, on a spot schedule, beginning this fall.

The film series, made especially for tv, will feature Mister Magoo—whose first name is Quincy—as master of ceremonies as well as star.

"Mister Magoo" will become the third member of Kellogg's spot lineup, which now includes "Huckleberry Hound" and "Quick Draw McGraw." #

Adams & Keyes Names Three

Mrs. Betty Thomas, formerly with the Hollywood office of Grant Advertising, and Robert L. Nourse, Jr., formerly vp and West Coast supervisor of Compton Advertising, have joined Adams & Keyes, Los Angeles, as vps. Mr. Nourse will be in charge of inter-office liaison, commuting between New York and Los Angeles. Adams & Keyes also has promoted Thomas N. MacBurney from account executive to district office coordinator in Los Angeles.



BALTIMORE IS AN EVENING PAPER MARKET

—AND THE BALTIMORE NEWS-POST, ITS LEADING EVENING NEWSPAPER!

Baltimore merchants *know* this! That's why they put practically all their daily advertising dollars "on the line" — in the evening newspapers!

Baltimore Is An Evening Paper Market

Evening newspaper circulation represents 97% of all occupied dwelling units in the A.B.C. City Zone. And of these, the Baltimore News-Post delivers the most.

When you advertise in the News-Post, you're reaching the market you want to reach—the Big Market, the Buying Market, the Evening Paper Market!

The Fresh Point Of View

The Baltimore News-Post is the biggest selling evening paper in the Baltimore area. It gives its readers the most complete, up-to-the-minute news coverage — it analyzes the news in depth—it provides entertaining and informative features for every member of the family—and, it's famous for its modern "fresh point of view!"

Call In Your Hearst Advertising Service Representative

Plan now to represent your product to the Baltimore buying public when it's most receptive to your message—in the pages of the Baltimore News-Post.

LOCAL ADVERTISERS PUT THEIR MONEY IN THE EVENING PAPERS

Media Records Prove It: The two Evening Papers carry 85% of the Daily Retail Advertising.

NEWS-POST CAPTURES 3 "FIRSTS" IN BETTER NEWSPAPER CONTEST!

In the 1959 Maryland Press Association State-wide competition, the News-Post won first place awards in Editorials, News Photography and Typography, and placed 2nd in two other categories.

The Baltimore News-Post

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC. • OFFICES IN 15 PRINCIPAL CITIES

Mail Probe Pays Off; FTC Hits Citrus Marketers on Illegal Broker Payment

Industrywide Application Is Seen as Advantage of Newly Activated Method

WASHINGTON, July 7—The deadliness of the Federal Trade Commission's new "investigate-by-mail" technique was dramatized today in a simultaneous barrage of complaints accusing 23 Florida citrus companies of making illegal brokerage payments.

The complaints are the first results of a mailing which was dispatched this spring, with 118 Florida citrus companies required to submit sworn statements outlining their policies with respect to brokerage payments.

The Florida citrus mailing was a test run for the investigate-by-mail procedure. On the basis of the results achieved in the Florida citrus situation, FTC is currently combing advertising co-op payments in the food industry, with investigate-by-mail questionnaires fanned out to at least 113 suppliers, and 205 chains and voluntary cooperative buying groups (AA, July 4).

■ The commission has indicated that the 23 complaints announced today should not be regarded as the total product of the investigate-by-mail look into the Florida citrus industry. As a result of the information in brokerage procedures obtained from citrus packers, FTC is known to be investigating at least 26 brokers and buyers, including large chain store organizations, and it is believed to be considering brokerage studies of the citrus industry in areas other than Florida.

The investigate-by-mail technique was developed by a special FTC task force which was appointed several months ago to find more effective methods of enforcing the Robinson-Patman "anti-discrimination" law. It is based on Section 6 of the FTC Act, which authorizes the commission to obtain sworn statements from business, and on Section 10, which provides fines and jail sentences for withholding information which the commission is authorized to request.

The citrus investigation fixed the pattern for other investigate-by-mail moves which are to follow. Instead of sending a field force to visit each company, and to dicker for information, FTC sent out a questionnaire probing for specific information on the handling of brokerage. In the food industry case, it has asked food chains for information about all co-op allowances obtained for special events such as anniversary sales, and it has cross-checked with suppliers by asking about all payments to the individual chains that are under study.

■ In developing the investigate-by-mail procedure, the task force believed the questionnaires would establish sufficient information to justify issuance of complaints without costly and time consuming field investigation. The commission's experience in the citrus case shows it can also provide leads for new investigations.

The procedure has another plus, which FTC is emphasizing. By providing an industrywide picture, it enables FTC to initiate correction on an industrywide basis.

"This is particularly gratifying," says FTC's secretary, Robert M. Parrish, "inasmuch as the commission always seeks wherever possible to avoid competitive inequality of treatment in dealing with industry problems."

■ In the Florida citrus cases, FTC says shippers violated Section 2 (C) of the Clayton Act, which specifies that brokerage payments must be made only to bona fide brokers. FTC said reports submitted by citrus growers in response to the commission's questionnaire showed companies ordinarily sold directly or through brokers who were paid a commission of 10¢ per 1.6 bushels. FTC said each of the 23 brokers cited in today's complaints paid brokerage commissions to buying agents who were buying for their own account for resale, rather than as agents of a purchaser. #

Food Chains Hit FTC Mail Probe as 'Unconstitutional'

WASHINGTON, July 8—The National Assn. of Food Chains has denounced "investigate by mail" as an imposition on innocent companies and a possible violation of constitutional rights.

In a letter to its membership, the association said it is looking for ways "to clip the wings" of the Federal Trade Commission. The NAFC "in no way condones any predatory commercial act," the letter said, but investigate by mail "punishes the innocent as well as the guilty."

"Firms which throughout their existence have never engaged in unfair competitive practices will be required by legal mandate to undergo severe expense implicit in undertaking a full response to the broad and sometimes ambiguous question," the association complained. "Executives and other employes who could more properly be engaged in serving consumer needs will be doubling as FTC investigators."

■ The association contended there are no court decisions establishing FTC's right to punish buyers for soliciting special co-op allowances. "Therefore," it said, "the questionnaire has gone out in the face of a lack of certainty of law that can reasonably be expected to precede such administrative action on the part of a government agency committed to the rule of law—not man.

"This venture into mail order enforcement," said Clarence G. Adamy, the association's exec vp, "is so important and so serious that we have doubt as to whether it is or it is not a violation of our constitutional rights. A search warrant is required before an individual's property can be searched, but no such due process is being observed before invading the privacy of America's food retailing organizations and their suppliers."

James Forms Ads/Infinitum

Billy James, previously director of advertising and publicity of Flamingo Films, has formed Ads/Infinitum, a public relations and advertising service with offices at 369 First Ave., New York. Mr. James will serve as a public relations consultant in the entertainment industry, as well as assist companies in the creation of advertising, sales promotion and direct mail campaigns.

Weinstock Is General Manager

Ivan Louis Weinstock, assistant publisher, has been appointed general manager of *Occupational Hazards*, Cleveland.

NOW HEAR THIS—*New "bread and butter" poster prepared by the American Assn. of Advertising Agencies will go up on agency bulletin boards, urging employes to report "objectionable advertising" they see.*

Receiving Tube Unit of GE Hunts Agency via Quiz

OWENSBORO, KY., July 7—The receiving tube department of General Electric Co.'s electronic components division here is engaged in looking at agencies and is employing a formidable questionnaire in the search.

The account—along with the power tube department—is currently at Maxon Inc. It is expected that the power tube department will stay with Maxon. The receiving tube department is estimated to bill around $700,000.

■ A group of agencies—GE isn't saying how many—received the questionnaire early this month along with a note from R. D. Kennedy, manager of advertising and sales promotion of the department.

Mr. Kennedy's note said the department "is presently considering an advertising agency appointment," asked as a "first step" that answers be supplied to an attached questionnaire and asked to be told "about when we might expect these responses."

■ The questionnaire ranged from an analysis of billings through a recital of lost accounts to an exhaustive exploration of sales promotion facilities and the help the agency is able to give in aiding the GE unit sell its major customers.

Here's what the questionnaire looks like:

AGENCY QUESTIONNAIRE

1. **What are the names and titles of your principal officers?**
2. **Growth:**
   a. What were total billings in 1950 and 1959?
   b. What portion of total billings were from new accounts (not more than two years old) in 1959, 1958, 1957?
   c. What portion of billings in 1959, 1958, 1957 were from accounts you have had for 10 years or longer?
   d. Total number of accounts in 1950 and 1960?
3. **Experience:**
   a. How long have you been in business?
   b. To demonstrate diversity, how many different types of business and marketing problems are represented by your accounts?
      1. How many consumer accounts?
      2. How many capital goods accounts?
      3. How many components accounts—parts for resale in other products?
      4. How many electronics accounts? Please list these.
4. **Account History:**
   a. Total number of accounts lost 1950 to 1960?
   b. How long have you served accounts listed in No. 3 b (2) (3) and (4) above?
   c. Can you list sales volume of companies in "b" above for each year you have had the account? We are particularly interested in the electronics accounts.
5. **Manpower:**
   a. Please list the names and job functions of all individuals whose time and talent would be brought to bear on our account. (To include all creative, specialist and executive abilities for generating ideas, plans, copy, layout, etc., but not clerical or routine work.)
6. **Marketing and Campaign Planning:**
   a. What evidence can you present to show ability to secure, analyze and interpret all facts and conditions affecting a marketing problem, arrive at sound conclusions, develop advertising and sales promotion objectives, and design a well integrated campaign to accomplish those objectives at lowest cost?
   b. Do you offer any services on market research, product planning, packaging, sales to supplement our own activities?
7. **Creative:**
   a. Can you submit or describe examples of creative ability in applying imagination to a problem and developing sound ideas of unique value in gaining competitive advantage for your client?
8. **Media:**
   a. Are you equipped to relate markets to all principal types of media—consumer magazines, business and trade magazines, television, radio, newspapers, outdoor and transportation?
   b. How many people in your media group?
   c. What do you consider is the most important single value you buy when purchasing space in business magazines?
9. **Sales Promotion:**
   a. For how many of your accounts do you conduct planned and scheduled direct mail campaigns? Do these include preparation of letters and enclosures? What mailing lists are used?
   b. Do you regularly produce slide films or motion pictures? Have you ever produced them, or supervised their production?
   c. How many exhibits have you designed and produced for clients at national shows during the last two years?
   d. How frequently and to what extent do you participate in sales or distributor meetings? Planning? Staging? Preparing presentations? Making presentations?
   e. Do you frequently (occasionally, rarely) prepare special presentations to be made to your clients' customers?
10. **Research:**
    a. Please describe briefly each type of research regularly used, and how used for the benefit of clients.
    b. Please describe briefly each type of more specialized research available, to which your organization makes some contribution.
11. **Product Publicity:**
    a. Do you have special facilities for helping to generate and communicate news from our business which would legitimately win editorial space in the consumer, business or general press? If so, please describe briefly.
12. **Account Handling:**
    a. Please outline generally the manner in which you visualize handling our account; the full-time personnel assigned, approximate frequency of contact, scheduling of work, plans board reviews, etc.

Texaco to Use News, Music via Radio to Aid Night Owl Dealers

NEW YORK, July 8—Texaco is turning to all-night music and news radio sponsorship to give advertising support to dealers who stay open 24 hours a day. This campaign also is expected to inspire other dealers to stay open later.

The company, through its agency, Cunningham & Walsh, already has bought all-night shows in at least four markets and has made inquiries of stations in many major markets through their representatives. Seattle, Fort Worth-Dallas and Buffalo are some of the markets where queries have been made.

Texaco currently is backing all-night shows on WXYZ, Detroit, and WFIL, Philadelphia. The Detroit buy dates back to January; the Philadelphia schedule just started. The company also has sponsored an all-nighter on WMCA, New York, during the Memorial Day and July 4 weekends. On WIL, St. Louis, it buys spots during nighttime, as well as during other periods of the day.

■ J. H. Childs, Texaco's general manager of advertising and sales promotion, told ADVERTISING AGE that the company was "considering other markets" for its all-night programming effort.

In some instances, co-op funds are being used; in others, this advertising is coming out of the national budget. Although most ads promote service, some are devoted to gasoline and Marfak lubricant.

■ Bill Dean, regional merchandising director of C&W, has been asking representatives for availabilities, but he would not say which markets Texaco is interested in. #

'Modern Miss Foods' New Simplicity Book

NEW YORK, July 6—Simplicity Pattern Co., which for 24 years has concentrated its magazine publishing activities in the sewing and fashion field, will move into foods and nutrition publishing, starting in February, with *Modern Miss Foods*, a digest-size magazine to be published in alternate months with Simplicity's *Modern Miss Fashion* (AA, July 4).

Simplicity said that although the food edition will retain the same title and general format as *Modern Miss Fashion*, editorial and advertising operations will be conducted independently of the fashion magazine.

■ The new foods book—billed as the country's "only mass food magazine"—will be distributed on a controlled basis to 2,300,000 food and nutrition students and 4-H groups. At the same time, Simplicity announced it would publish a foods edition of *Modern Teacher*, with a controlled circulation of 50,000 cooking teachers and with the student publication bound in as a "special feature" to advertisers. Both food and nutrition editions will be published four times annually during school months.

■ Ad rates for *Modern Miss Foods* and *Modern Teacher Foods* will be $5,520 and $1,200 per b&w page, respectively. Martin Sherwin, formerly on the sales staff of *Simplicity*, is advertising director.

The company said sewing and fashion editions of *Modern Miss* and *Modern Teacher* will continue to be published three times annually. #

The most important impression you can make

. . . is the one you make with the most favorable surrounding atmosphere working for you. A high-ranking executive, for example, makes a stronger impression from behind the desk of his own well-appointed office than he does in the anonymity of a crowd on the street.

And an advertising message in a magazine makes a more important impression if the surrounding content of that magazine, and consequently, the audience reading that magazine, are more important. This is one of the reasons why more and more of America's advertisers consider "U.S.News & World Report" . . .

The most important magazine of all

It's the only magazine that concentrates its entire content on the essential news of our nation and international affairs.

As a result, it attracts and holds an audience of the responsible, high-income people who have the biggest stake in such news . . . key people in business, industry, finance, government and the professions.

Not just readers . . . but leaders.

Continuing studies among America's decision-makers in all fields consistently put "U.S.News & World Report" in first place as the magazine most useful to these leaders in their work, and the one in which they place the most confidence. Is there any surrounding atmosphere you can think of where advertisements stand a better chance of making the most important impression possible?

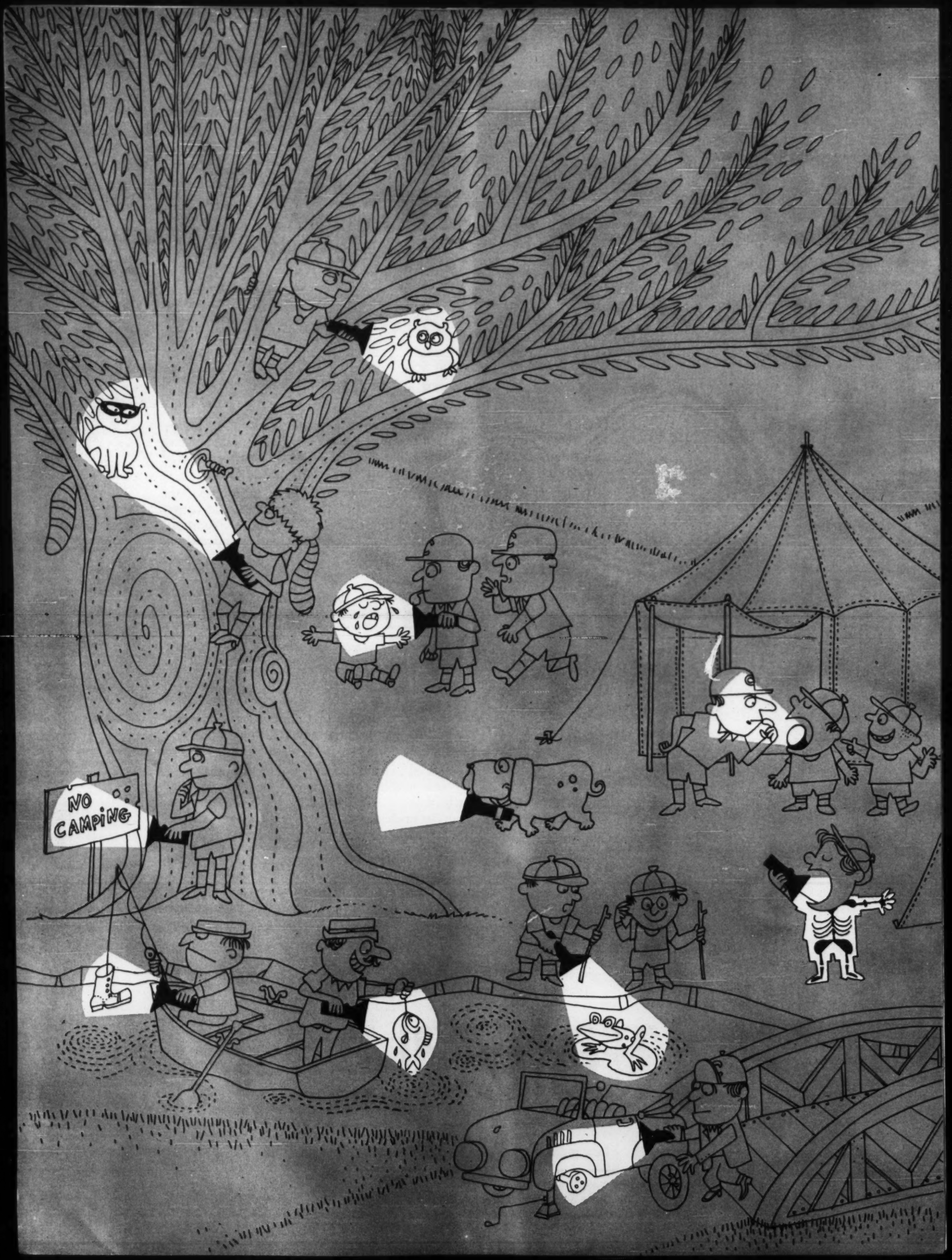
Ask your advertising agency for the documented facts on the growing recognition of "U.S.News & World Report" as the important magazine . . . from your standpoint, very likely the most important magazine of all!

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,150,000 net paid circulation

Advertising offices at 45 Rockefeller Plaza, New York 20, N.Y.
Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London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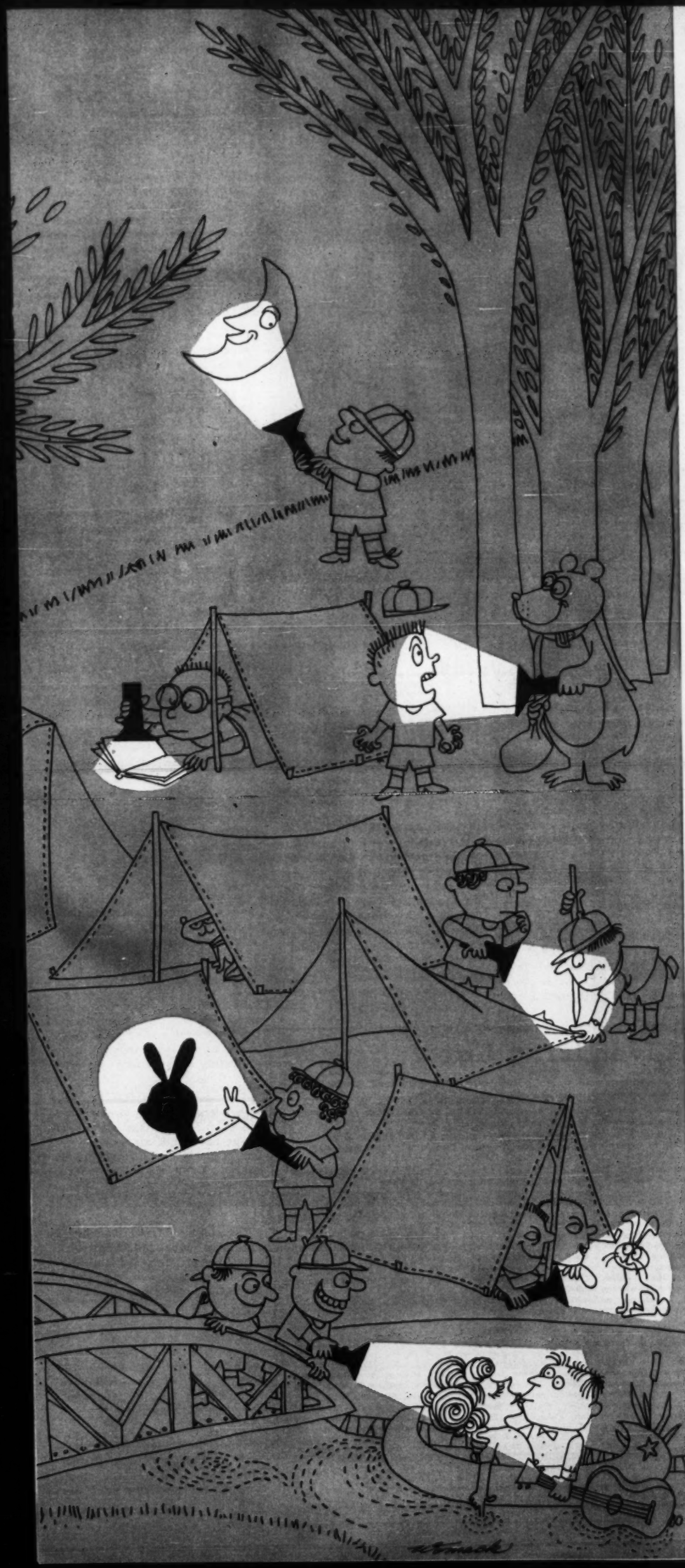

Media's Law:

To a seller of flashlights, the pulling power of an advertising medium is equal to the number of flashlights sold.

To media men, pulling power is influenced by several inter-related factors.

The law or formula looks like this:

Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune

The Editorial Viewpoint . . .

The Rate Problem Again

For a while, it looked as though the broadcasting portion of the advertising business, and particularly radio, was the segment of the business in which rates were in a ferment. But now it becomes clear that all rates are being tested for elasticity, and that not all the tests are failures.

The latest news on the rate front—William Esty agency's effort to set a maximum cost-per-thousand for newspaper color space for Salem cigarets—indicates that all media are being subjected to continuing pressure for rate adjustments or concessions of one kind or another.

As we have said before, we do not in the least blame advertisers or their agencies for trying to get more favorable rates for themselves or their clients. It seems to us this is natural and quite normal. Nor do we see anything particularly gruesome about Esty's foray on behalf of Salem cigarets. The Esty offer is extremely attractive in many ways, particularly since it offers what seems to amount to a guaranteed 13-time package.

Neither are we opposed to the notion that advertisers ought to get continuity and frequency discounts in newspapers, as they do in many other media.

What alarms us—and what ought to alarm or at least alert everyone else in the business—is any indication that stated and quoted rates are so infirm and so elastic that they can be stretched to meet any special condition or any special request.

The fixed rate, and the understanding that all advertisers get the same rate under the same conditions, has been a tremendous source of strength and stability to the advertising business through the years. If it disappears, and if rates suddenly become a matter for negotiation in every instance, the business will have lost a vital stabilizing force. We will all be back in the era of space-brokering and dickering, and it may well be, in those circumstances, that the most important function an agency can perform for an advertiser—or an advertiser can perform for himself—is to be expert at rate bargaining.

Probably no one in advertising realizes how far the business has moved along that line already, and how close we are coming to the precipice of rate instability.

Maybe, before any of us attempts to upset existing rates any further, or to gain a competitive advantage by chiseling away at the edges of an existing rate, we ought to stop and consider for a moment just how much we would like it if *every* advertising insertion in any medium involved bargaining over rates that were fluid and not stable.

Some Will Cheer for This

News that the Federal Trade Commission has begun a large-scale probe of special event promotions in the food industry will not, we are sure, be unwelcome to many national advertisers whose products are sold through food outlets.

FTC's Earl Kintner told the Senate small business committee the other day that chains and voluntary groups are known to solicit their suppliers for participation in special events, such as anniversary and birthday sales, and the participation usually takes the form of cash payments for advertising and promotional services. He added:

"In several instances, it has already been determined that the recipients have not only realized enough money to cover the entire costs of promoting and advertising the special sales events, but have realized an excess which has, in effect, been pocketed as out-and-out profit."

So, if the FTC does anything to stop or limit this practice, we are sure that manufacturers and brand owners will cheer heartily, even if perhaps silently.

We are not at all sure, however, that advertisers of any kind or degree will cheer statements such as those attributed a couple of weeks ago to FTC Hearing Examiner Leon Gross, who was sitting in judgment on a Colgate case.

He professed to be "more cynical" than the FTC chairman with regard to recent improvements in advertising, and then went on to indicate his low regard for the advertising business in general and his lack of confidence in its trustworthiness.

Mr. Gross is entitled to his opinions, of course, but FTC hearing examiners exercise a quasi-judicial function, and it is not either pleasant or encouraging to defend a case against a judge who admits he is strongly prejudiced against you on general principles.

Subliminal Emergence

Some tests made by Marvin Zuckerman of the Indiana University medical school's institute of psychiatric research, indicate that subliminal stimulation "may produce some effect in the region just below the threshold [of awareness]."

This does not strike us as news, nor as significant for advertisers. No one doubts seriously that humans can be stimulated subliminally, but probably no one in advertising any longer believes they can be so stimulated forcefully enough to make the effort worth while.

Gladys the beautiful receptionist

—Sandy Woodbridge, Bozell & Jacobs, Omaha.

"She says it isn't the number of characters to the inch that bothers her . . . it's the number of characters in the office."

What They're Saying . . .

No Adman, Guiness

Alec Guiness, after rejecting a $1,400,000 contract to appear in a series of beer commercials: "It was advertising and I would have despised myself for accepting. When I was a young man I was copywriter in an advertising agency and I shall never go back to advertising. I would rather die in the gutter."

—"Quote and Unquote" in the New York Mirror, June 27.

Paging Brand X

On tv you get the same westerns hour after hour—or the same private eyes. The same is true of commercials. My 82-year-old father who lives in Illinois wrote me recently asking if I thought I could get him a distributorship of the Brand X he keeps seeing advertised on tv. He says that with all the push behind it, he thinks he can sell it in his area.

—Jerry Jontry, vp and ad director of Esquire Inc., in a talk to the Advertising Club of Denver, March 30.

It's a Business

Advertising here is a business. We are not out to make advertising into an art but we are pretty serious about the business of selling products. . . . We are less concerned with what is fashionable, with the far out and the offbeat, than with down to earth selling.

—Fairfax M. Cone, chairman, executive committee, Foote, Cone & Belding, Chicago, quoted in the Chicago Tribune's Advertising News Feature, June 20.

Advertising Age

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F. J. Fanning, editorial production. Elizabeth C. Graham, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. Gordon D. Lewis, manager sales and service; John B. Carlson, assistant manager; R. W. Kraft, production manager. New York: Harry Hoole, eastern advertising manager; John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Maleeki, B. Richard Weston. Chicago: E. S. Mansfield, Arthur E. Merts, Rod H. Minchin, David J. Bailey, Jack Barnett. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) Walter S. Reilly, James March, John W. Heck Jr., Murray Keatinge. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) Richard B. Paulsen. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) Frank J. McHugh Jr. Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) Thomas A. Knowles. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Rough Proofs

Tv western fans seeing the numerous reruns of their favorite thrillers are so familiar with the plots that they enjoy them just as much the second time 'round.

•

The National Safety Council is regrettably always able to predict the traffic toll over the long holiday weekends.

Motorists see and hear the safety ads, but they refuse to believe them.

•

Most media studies, Felix Coste suggests, "are designed in advance to provide a somewhat specific result."

The professional researchers think they know what will sell.

•

McGraw-Hill is now exploring the new field of non-traditional media and services to be provided by electronic computers and processing systems.

Wonder if they'll be commissionable.

•

If the Fourth of July baseball standings are an accurate indication of the final results of the pennant races, Dodger and White Sox fans may as well resign themselves to backing a pair of ex-champions.

•

It is to be hoped that Betty Furness, preparing for the strenuous life of a political convention commercials announcer, has been getting the same sort of physical buildup that was supplied to Floyd Patterson.

•

George Abrams talks about a new kind of product called charmaceuticals, which will do more than merely make a woman more attractive.

What woman wants more?

•

People must give article footnotes a very thorough reading, and so ABC used a few interesting footnotes as the sole copy for a recent spread in the world's greatest advertising journal.

•

Certified Dry Mat Corp. used Busch Bavarian as an example of the successful use of r.o.p. newspaper color, even though it was promoting Blue Ribbon dry mat.

•

The summer thus far has been so cool and rainy in most parts of the country that the makers of straw hats and air conditioners are probably organizing demonstrations to be staged in front of the headquarters of U. S. Weather Bureau.

•

The success of his macabre tv shows has led Alfred Hitchcock to provide such gory thriller-dillers for the cinema that the use of Technicolor was simply unthinkable.

•

Hitchcock's greatest gift to the movies is requiring audiences to be in their seats before his film starts to roll, thus assuring maximum impact for the hair-raising sequences of "Psycho."

•

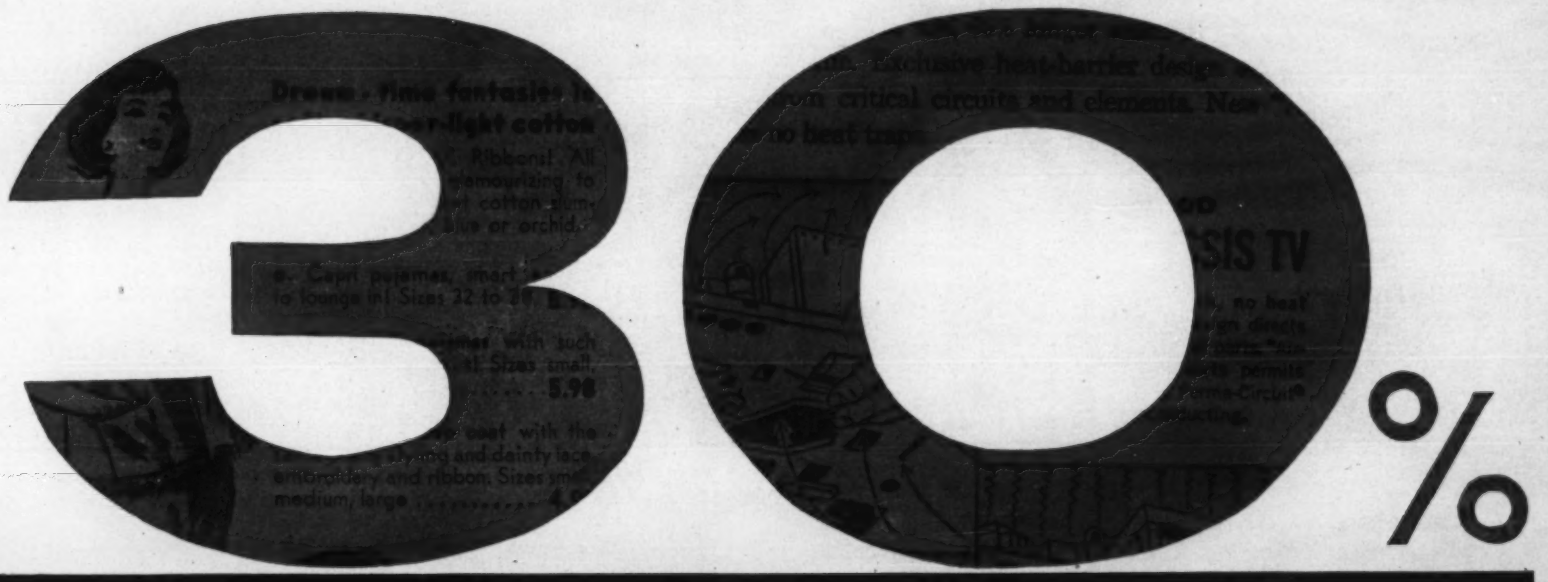
"Help—the U. S. Olympic team needs your support now!"

Financial, that is—the high-jumpers, pole-vaulters and hurdlers will take care of the records.

COPY CUB.

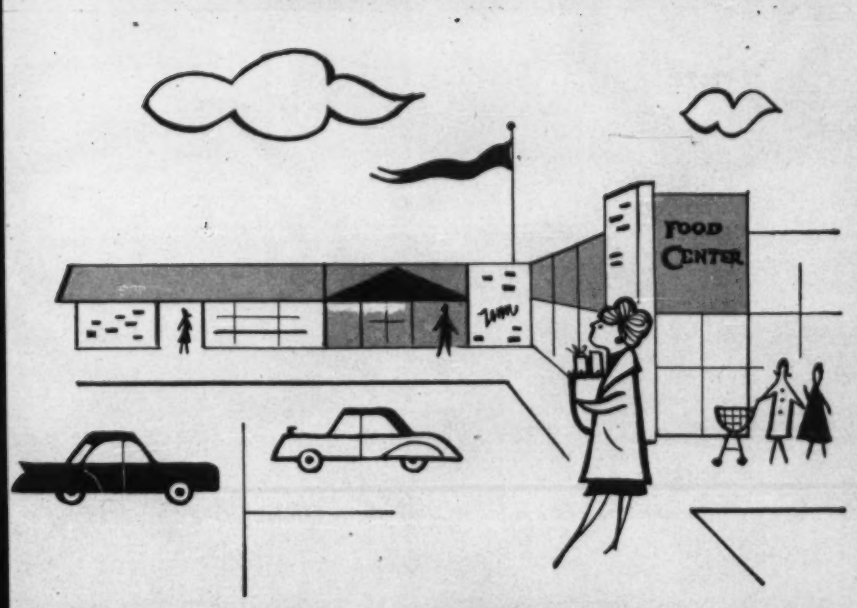
in Delaware Valley's suburbs,

The Daily Inquirer reaches 30% more adult readers than the major evening newspaper!*



The suburbs account for 58% of the market's population. Here's the sales score:

	Percent of Total Market
Retail Sales	61%
Food Store Sales	65%
Automotive Sales	71%
Drug Store Sales	59%
Gasoline Station Sales	75%
Lumber & Building Supplies	76%
Furniture & Appliance Sales	61%



If you want to sell more where they're buying more—put your advertising in The Inquirer!

**Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company Inc. Highlights available on request.*

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER
for 1,433,000 adult daily readers

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

The defiant voice of a 16-year-old killer, the anguish of the victim's mother, the outspoken views of the Police Commissioner and the Mayor were highlights of an unforgettable radio program as WCBS probed the depths of teen-age violence. "They Kill For Kicks" is that kind of responsible programming which typifies a C-O radio station—sets it apart from *all other* stations in seven great markets of America. Enlightened programming such as this has brought these stations *21 major awards* since the beginning of the year:

KNX Los Angeles *California Associated Press Television-Radio Association—2 Awards of Excellence:* Best over-all news operation; Best documentary—"Image of America" *Award of Merit:* Best sports show—"Tom Harmon Sports Final"

WBBM Chicago *Ohio State University, Institute for Education by Radio and TV—3 Honorable Mentions:* "This Is Folk Song," "A Question of Age" and "Heroes In Science" *American Association for State and Local History and Broadcast Music, Inc. —Third Prize:* "This is Folk Song" *National Sportscasters and Sports Writers* Awards: *Outstanding Illinois Sports Writer of the year:* John Carmichael *Freedoms Foundation Gold Medal of Honor:* "This Is Folk Song"

WCBS New York *Ohio State University, Institute for Education by Radio and TV—2 First Awards:* "This Is New York" and "They Kill For Kicks"

WCAU Philadelphia *English Speaking Union:* Award to the U.S. radio station for the greatest contribution to better understanding among English speaking peoples *Freedoms Foundation Gold Medal of Honor:* "I Chose America"

KMOX St. Louis *Ohio State University, Institute for Education by Radio and TV—First Award:* "Operation Medico" *National Headliners Club Award:* For outstanding Public Service *Freedoms Foundation Gold Medal:* "What is an American"

WEEI Boston *United Press International Broadcasters Association of Massachusetts For Excellence of News Coverage:* Coverage of the Walpole Prison riot

KCBS San Francisco *California Associated Press TV-Radio Association—3 Awards of Excellence:* Best sports show—"Sports Notebook"; Best special events coverage—"Khrushchev Visit"; Best editorial or commentary—"Don Mozley Reports" *Award of Merit:* Best documentary—"European Holiday"

CBS OWNED RADIO STATIONS

Represented by CBS Radio Spot Sales

Set Up Own Overseas Branch, JWT's Lee Advises U.S. Agencies

CHICAGO, July 5—U.S. agencies which place foreign advertising can achieve greater economy and flexibility by having their own foreign operations, Harry A. Lee, vp and Pacific area manager, J. Walter Thompson Co., said here last week.

Speaking at the second Chicago World Marketing Conference, Mr. Lee pointed out that by having its own overseas offices, an agency has much more control over ads being created and placed for clients.

"You can't run advertising by remote control," Mr. Lee said. "You must have good creative talent in your foreign offices as well as your U.S. offices in order to cope with the various media and creative problems that vary from country to country."

■ Mr. Lee discussed the various problems encountered by U.S. companies which place foreign ads directly with media, or which place advertising through agencies affiliated with their American agency. He pointed out that U.S. agencies have little control over foreign affiliate agencies, and added that the split commission system used by U.S. and affiliates is not always desirable.

He stressed that the proper adaptation of U.S. ads for foreign media is very important. "The same advertising appeals basically to all people but the ads must be tailored to suit the habits of a particular country."

Commenting on the huge potential of foreign markets for American products, Mr. Lee reminded his audience that Norman Strouse, president of JWT, has predicted that JWT's foreign billings will exceed its domestic billings by 1970. #

2 Clients to West Associates

Japan-America Trading Agency, Los Angeles, and Sallee Carpet Looms, Venice, Cal., have appointed West Associates, Los Angeles, as advertising and marketing counsel. Japan-America Trading is importer and distributor of Fabric-On, a new fabric decorating kit.

Miss Lawrey Joins MacLaren

Barbara Lawrey, previously associate editor of *Mayfair Magazine* and the *Royal York Magazine*, has been named to head broadcast promotion and publicity in the radio-tv department at MacLaren Advertising Co., Toronto, Canada.

Pottle Opens Offices

Ken Pottle, formerly a vp of Ray C. Jenkins Advertising Agency, Minneapolis, has opened his own agency, Ken Pottle Marketing-Advertising Inc., with offices in the Aetna Bldg., Minneapolis. The agency will handle the following accounts: General Electric Control Inc., Minnesota Engineering Co., United Petroleum Gas Co., Minnesota Electronics Co., Pepsi Cola Bottling Co. of Minneapolis and St. Paul, Minnesota School of Business, Minnesota State Fair (radio and tv) and Woodland Container Co., Aitking, Minn.

Four Join Howard Swink

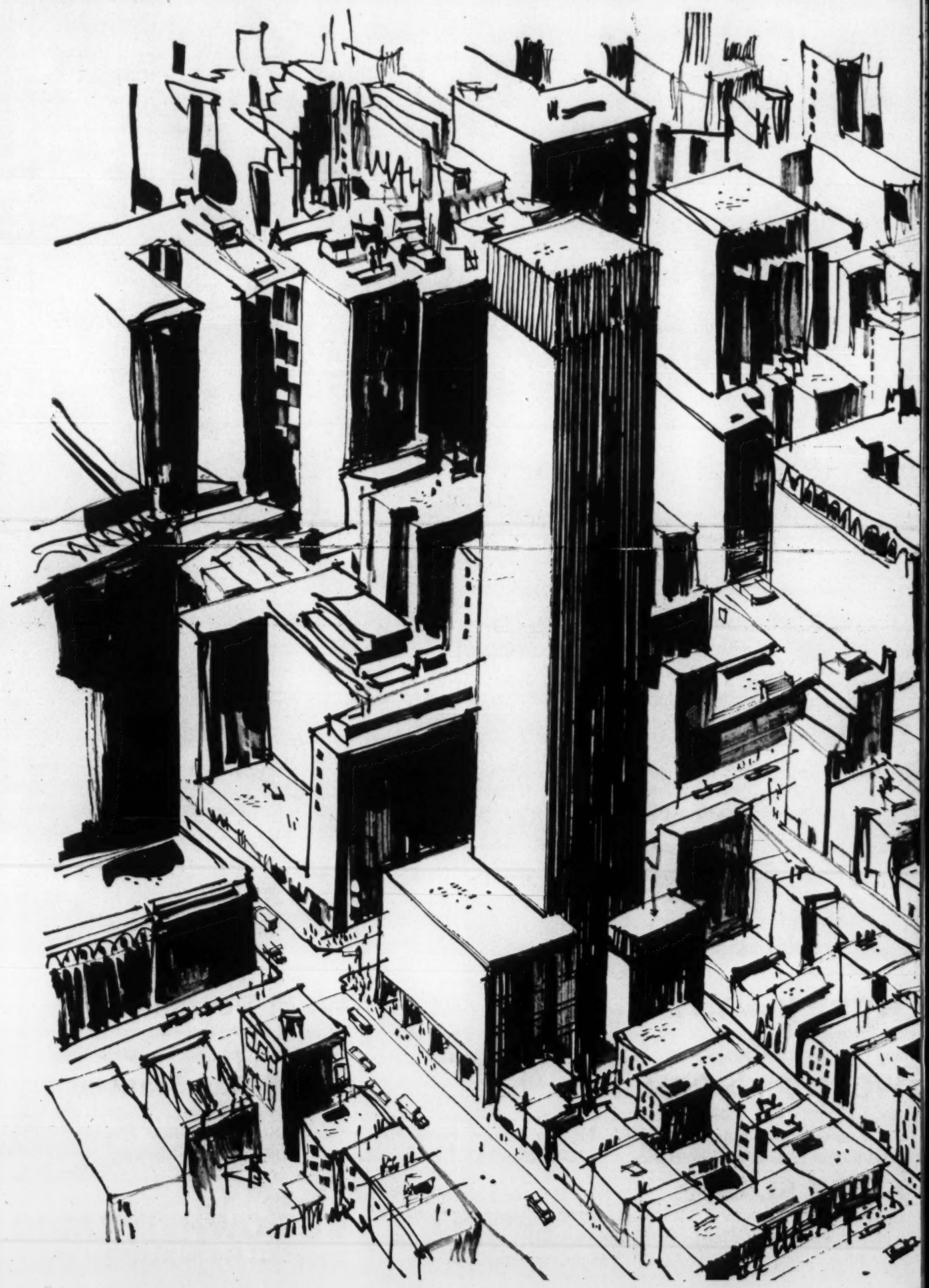
Harry Accurso, former copywriter with Flack Advertising Agency, Syracuse, and Keith Stentz, recent graduate of Ohio State University, Columbus, have joined Howard Swink Advertising, Marion, O., as copywriters. At the same time Blaine Gutermuth, formerly a design coordinator of the Upjohn Co., Kalamazoo, Mich., has joined the agency as art director and Steve Roth, former assistant production manager of Meldrum & Fewsmith, Cleveland, has joined Swink as production director.

Warner Bros. Names Cohen

Charles Cohen, formerly eastern advertising and publicity manager of Warner Bros. Pictures, New York, has been promoted to executive assistant to Richard Lederer, advertising and publicity director.

Barrack Joins Silvertone

Richard H. Barrack has joined Silvertone Hearing Aids, Minneapolis, as advertising-sales promotion manager. Mr. Barrack was formerly assistant advertising manager, Watkins Products, Winona, Minn.



Top Slice of the Mass Market

In the higher income neighborhoods of New York's mass market, The Mirror is strongest. Weakest in the slums.

Take a tip from New York's retail advertisers, who must get results. See how high among New York's seven dailies they rate The Mirror.

Make The Mirror a MUST!

Breskin Boosts Two

Breskin Publications, New York, has named Stuart S. Siegel general manager of *Modern Plastics*, New York, a new post. He formerly was business manager of the magazine and its sister publication, *Modern Packaging*. Theodore B. Breskin, formerly on the editorial, production and circulation staffs of both publications, has been named business manager of *Modern Packaging*, succeeding Mr. Siegel. A successor will not be named to *Modern Plastics*.

Special Librarians Elect

The advertising division of the Special Libraries Assn. has elected Charlotte M. Madison, librarian of Compton Advertising, New York, chairman. Other officers are Elizabeth Hutchins, reference librarian, Young & Rubicam, New York, vice-chairman; Catherine Lynch, librarian, American Broadcasting Co., New York, treasurer, and Duane R. Day, librarian, Campbell-Mithun, Minneapolis, secretary.

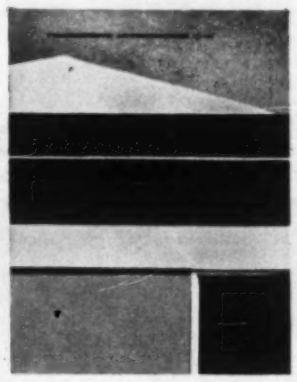
Kan-Kil Shifted to Brokers

Colgate-Palmolive Co. has switched the distribution of the Kan-Kil insecticide line to food broker organizations and control of the product has been transferred from the household products division to the associated products division. Raymond T. Connolly has been named product manager of the line.

Spencer Gifts Moves Segment

Spencer Gifts Inc., Atlantic City, N. J., has appointed Heineman, Kleinfeld, Shaw & Joseph, New York, to handle advertising and sales promotion of its wholesale franchise division. Fairfax Inc., the previous agency, retains the mail order part of the account.

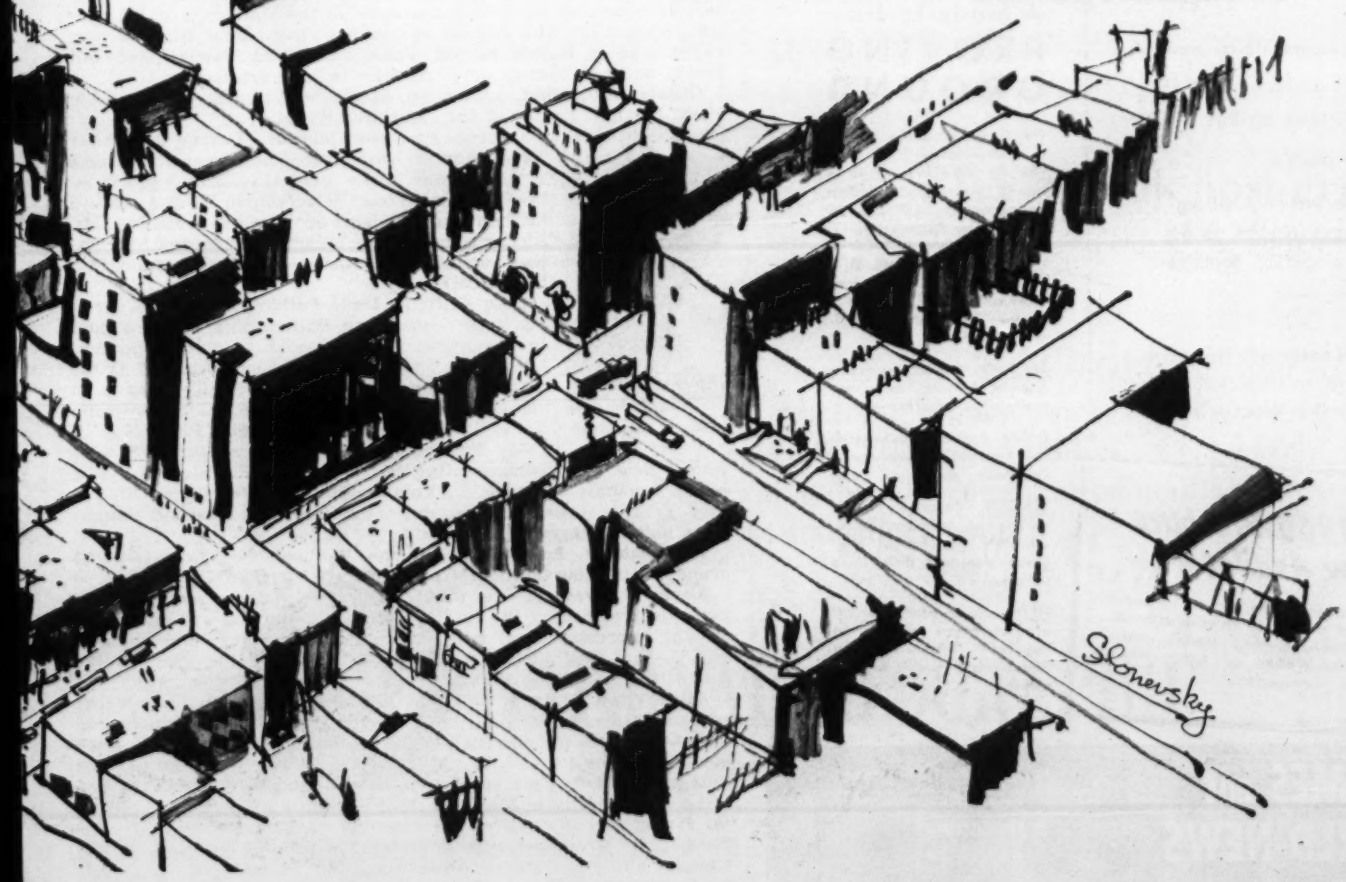
Acclaimed throughout the world of architecture



Reader response to Progressive Architecture's new format was immediate and enthusiastic. No surprise to the staff (after their months of effort) this response is a ringing vote of approval for the redesigned P/A. ■ *Among the many congratulatory messages, these express typical reactions: "delightful and thoroughly interesting;" "the new format is impressive;" "the contents... are exceptionally well put together;" "I like the intimate human approach which I trust heralds a similar trend in the architecture of our times;" "you are constantly improving it."*

■ *Advertisers know that audience enthusiasm is vital to effective communication of a product message. That's why so many manufacturers of building products rely on P/A to reach and sell the architectural market. Progressive Architecture is edited to inspire and sustain the interest, enthusiasm and responsiveness of its readers. For details, contact our representative, or write:*

PROGRESSIVE ARCHITECTURE
430 Park Avenue, New York 22, N. Y.
A Reinhold Publication



Drug Ads Up 7.5%, Food Ads 11.8% in '59, Topics Reports

NEW YORK, July 5—Manufacturers of cosmetics, toiletries and drugs invested $433,847,000 for advertising in five measured media last year, while food and grocery manufacturers spent $746,503,000, according to two studies by *Drug Trade News* and *Food Field Reporter*, both published by Topics Publishing Co.

The drug total represents a 7.5% increase and the food total is an increase of 11.8%. The measurements are taken in magazines, newspapers, newspaper supplements, network and spot tv and included a brand-by-brand breakdown on every item advertised in two or more markets with an appropriation of more than $25,000.

■ The drug totals showed increased expenditures last year in magazines, $75,448,000; network tv, $117,263,000, and spot tv, $105,990,000, with declines in newspapers, $53,654,000, and supplements, $21,492,000. Biggest increase was 16% in spot tv; both declines were between 10% and 11%.

In the food expenditures all media except supplements, which dipped 8.8%, registered increases over 1958. The biggest increase, again, was in spot tv, up 23.5% to $239,082,000; magazines were up 19.3% to $115,406,000 and network tv rose 7.3% to $193,223,000.

The complete report is available in the June 13 *Drug Trade News* and June 20 *Food Field Reporter*, each of which is $1 a copy. #

Record Source Bows to Offer Record Service to Radio

Record Source Inc., New York, has been formed to supply top records to subscribing radio and tv stations at an annual rate of $300. Organization of the new company was begun more than six months ago, before the Federal Communications Commission required broadcasters to announce the source of free records, according to Hal B. Cook, president, a former Capitol Records vp.

The company is an affiliate of Scott-Textor, producer of music and lyrics for radio and tv.

Get Your Share

Of New London's

BIGGER

***Buying Power!**

You're able to sell more where customers are able to buy more. And what better market opportunity than New London, with Effective Buying Income of $8057 per household?* And what easier market coverage than THE DAY's 98% blanketing of this City Zone?

*SM '60 Survey

The Day

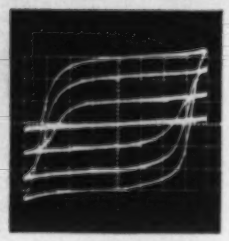
NEW LONDON, CONNECTICUT

National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.

Honoring the Minds that meet the Challenge of the '60s... **IRE remembers the MAN**

J. A. Rajchman

...for Improvements in Communications



1960's *Morris Liebmann Memorial Prize* goes to J. A. Rajchman, of RCA Laboratories, for helping develop magnetic devices to process information. IRE is proud to honor Mr. Rajchman, and to salute all who, in this challenging decade of the '60s, work for the advancement of the radio art and apply it to the betterment of our lives.

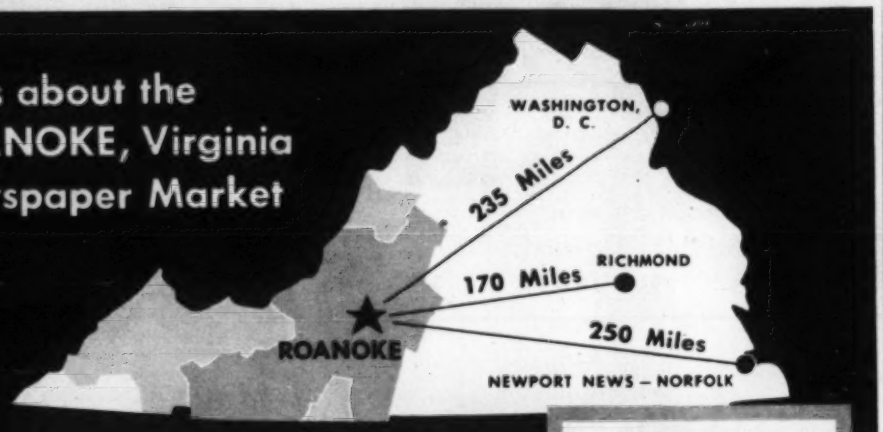
For a share in the present, and a stake in the future, make your product NEWS in

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man" — must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month — ACT on what they read. Present your company's facts in **Proceedings** — and watch the reaction!

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

Facts about the ROANOKE, Virginia Newspaper Market



A Virginia empire—larger than 22 of the Nation's Top 100 Markets . . . .

NO. 1 IN THE NATION IN SUNDAY METRO SATURATION

- Over twice as large a market as its Metro area ranking indicates
- Over 2½ times as large a retail sales market
- Nearly 3 times as large a food market
- The Roanoke Newspapers reach virtually all regular daily and Sunday newspaper readers in 61 cities and towns in 16 primary market counties plus 9 others

FULL COLOR ON SEPTEMBER 1st Full color will be available for the first time in The Roanoke Times and The Roanoke World-News.

A made-to-order **PROVING GROUND**

FIRST: The Roanoke market is well-isolated from competing markets. It is a nearly three-quarter billion dollar market with 596,930 people. The Roanoke Newspaper coverage is 100% in the Metropolitan area. It is 93.2% in the 61 Principal cities and towns, and 57.9% in the 16-County-plus primary market.

SECOND: Roanoke sales, as applied to total sales, are average for the Nation.

THIRD: Roanoke has diversified media; Newspapers, Television, Radio. . . .

FOURTH: Roanoke has a variety of industry, representative population, adequate size and distributive outlets.

FIFTH: Many other natural attributes are outlined in the NEW Brochure which is available to you for the asking.

NEW 1960 Brochure Now Available

It's brand new—up to the minute. 16 pages of facts about the nearly three-quarter-billion dollar Roanoke, Va., Market. Write Sawyer-Ferguson-Walker or Arthur Wimmer, Roanoke Newspapers.

THE ROANOKE TIMES and THE ROANOKE WORLD-NEWS

National Representatives SAWYER · FERGUSON · WALKER CO

The Daily Newspaper is the Total Selling Medium • Roanoke is a "Burgoyne" test city with spot color

Getting Personal

Bill Paley, CBS chairman, was a "special ambassador" representing President Eisenhower at ceremonies marking independence of the Belgian Congo . . . **Jim Stabile,** vp in charge of standards and practices at NBC, has been named president of the Catholic Apostolate of Radio, Television & Advertising . . . **Lou Donato,** art director at Will, Folsom & Smith, New York, has been named head of the design department at the School of Visual Arts . . . Commemorating his 15th year as president of Reinhold Publishing, New York, **Philip Hubbard** was given a silver cigaret box by his staff . . .

A Ph. D. was conferred upon **Howard Roper,** exec vp and secretary of L. E. McGivena Advertising Agency, New York, by the graduate faculty of political and social science of the New School for Social Research, New York. Dr. Roper had been working on his thesis for the past ten years and in it propounds a new theory on business cycle crises . . .

Chicago Jaycees handed **Stuart List,** publisher of *Chicago's American,* an award for his part in creating the Chicagoan of the Year program . . .

WINNERS—*At a recent art and photography exhibit at Robert Snyder & Associates, Chicago, Tak Murakami (left) won first prize in illustrations for a brochure series, and Mel Kaspar (right) took first place for his photography series.*

Harper & Brothers Aug. 17 will publish John Gunther's "Taken at the Flood," story of **Albert D. Lasker,** late well known adman and philanthropist . . .

The Past President's Trophy of the Oakland Adclub went to **Pete Hannaford,** vp of Kennedy-Hannaford Inc., Oakland-San Francisco agency . . .

Suzanne Steele, secretary to the radio-tv director at Needham, Louis & Brorby, will become the bride of Robert White late this summer . . . **Robert McDonald,** account exec with McCann-Erickson, Chicago, and **Pam Lynch,** former M-E copywriter, were married June 4 . . .

Cum laude: At KDAL-TV, Duluth, four production crewmen who've combined tv with schoolwork at the University of Minnesota, walked off with honors at commencement time. Summa cum laude grad is **Harold Hayes;** cum laude, **Nick Pappas** and **Bill Jacott,** and best student actor-director is **Dave Erickson** . . .

Charles Rothschild, senior vp, Mogul Williams & Saylor, New York, is a new trustee of the Leukemia Society . . .

Adman turns to: George P. Richardson Jr., former J. Walter Thompson vp who retired last year to become a "young man of the sea" has realized a couple of life-long ambitions: He's living in Florida, aboard his boat Agrado, and owns a boat business. Mr. Richardson recently became president of Marineway Inc., one of the oldest boat yards around Fort Lauderdale . . .

George Richardson

New editions: **Dave Pollard** of N. W. Ayer & Son copy department, Philadelphia, is a new pop: Jonathan checked in June 12, weighing 7 pounds, 3 ounces . . . Susan Donna born June 17 is the first child for the **Lee J. Ross** family. Dad is ad manager and pr director for S. A. Schonbrunn & Co., coffee roasters of Palisades Park, N.J. . . .

Jay Eliasberg, research director for CBS television, New York, is celebrating birth of his third, Peter Jay, who scaled 7 pounds, 3 ounces . . . **Tom Crolius,** vp of Reach, McClinton, New York, is likewise the parent of his third child, second daughter, Cynthia Thayer . . .

Barksdale F. Roberts, vp of the Mullican Co., Louisville ad agency, is heading up the Jefferson county March of Dimes . . .

Kevin B. Sweeney, who may be setting a mileage record as the itinerant president of the Radio Advertising Bureau, will add to his already impressive total with a combination pleasure and business trip to four Australian state capitals. He will be the guest of the Australian Federation of Commercial Broadcasting Stations.

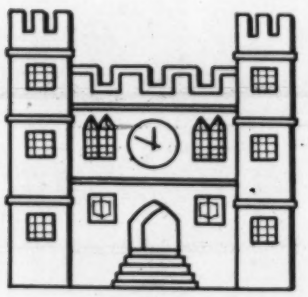
Allan Tripp, of Bauer & Tripp, Philadelphia, left on a six-weeks trip to Europe where he'll confer with French film producers on new techniques for making commercials. He'll also hunt up some new premiums for clients . . . Grey Advertising president **Arthur Fatt** and his wife have left for a summer-long European vacation, to be spent mostly in Majorca. They'll return Labor Day . . . **Wesley Nunn,** recently retired ad manager of Standard Oil Co. (Indiana), was presented with a portrait of himself by execs in the Chicago office of Outdoor Advertising Inc. Presentation was made by **George French,** vp and central sales manager; **Chester Bratten,** staff artist; **M. B. Kendrick,** vp, and **K. W. Cronin,** account exec.

HIGHER EDUCATION

and higher buying power usually go together

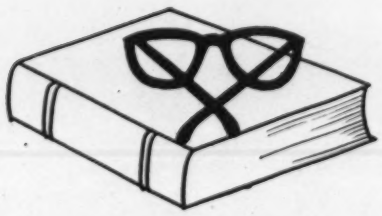
(They certainly do with Geographic families!)

The statement should surprise no one. Well-educated people tend to hold more responsible jobs, earn more money—and spend more for things they want. What *may* surprise you, though, is the remarkable educational level of National Geographic family heads. Here's what our latest survey* finds:



60.3% have gone to college
(the U. S. figure† is 5.7%)

39.3% received college degrees
(the U. S. figure is 3.1%)



21.1% took post-graduate studies
(the U. S. figure is 1.6%)

In short, the Geographic-to-total-U.S. ratio in each of these groups is 10-to-1 or better! What's more, they belong to an enormous audience of over 2,400,000 homes—families where nearly 4 in 10 earn $10,000 or above annually. The combination makes them truly *cum laude* customers. Why not make them yours?

THE NATIONAL GEOGRAPHIC
Washington 6, D. C.

**A quick "cram course" of facts from our most recent audience study has been published. Ask for your copy of "Double Dimensions". It's worth your careful examination.*

†U.S. figures include Americans of 14 or older and are taken from Bureau of the Census statistics.

ATLANTA

BILLION DOLLAR MARKET WITH A MILLION PEOPLE

BIG MOVIES + BIG AUDIENCE = BIG SALES!

CALL KATZ

waga CBS tv 5

the **STORER** *station backed by 33 years of responsible broadcasting*

REAL DUNKING—*A life-size coffee-lover manikin climbs a ladder in this outdoor spectacular to dunk herself in a giant cup of instant Sanka coffee. Four such bulletins for the General Foods Sanka division are located about Los Angeles. Young & Rubicam, the agency, created a different dunker for each unit, whose position on the ladder will be changed periodically. All manikins are molded of Fiberglas, with hair and clothing that moves in the breeze.*

Kessler-Hunter Boosts Thomes

Kessler-Hunter Distillers Co., New York, has named Russell F. Thomes Jr., former eastern sales manager, to merchandising manager, succeeding Fred Franklin, who resigned.

Within the radius of a one-hour flight from Brussels li es a popul tion comparable to the whole U. S. A.—over 170 million prosperous people!

Don't overlook the world's greatest concentration of prosperous consumers

Within an hour's commercial airline flight from Brussels, there are 170 million people. They are the cream of Europe's markets with a combined income of 125 billion dollars.

As trade barriers ease in the Common Market and Free Trade zones, this area is fast becoming one of the most convenient-to-get-at mass markets in the world.

Five major J. Walter Thompson Company offices now serve these rich markets—in London, Antwerp, Frankfurt, Paris and Amsterdam. Just beyond, in Milan, there is an additional major office.

J. Walter Thompson Company has had fully staffed offices in Europe for 40 years. *Our marketing research facilities in Europe have been in continuous operation for over 30 years* . . . and have achieved an unmatched reputation in their field.

If your company manufactures or sells in Europe—or is considering it for the future—you may wish to call upon our seasoned experience in these markets. We shall be happy to discuss it with you at any time.

J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Miami, Washington, D. C., London, Paris, Antwerp, Amsterdam, Frankfurt, Milan, and principal markets of the free world.

More Laws Won't Solve Nibbling Dishonesty: Motley

WASHINGTON, July 5—No matter how much it spends, the government can't police the advertising industry by itself, Arthur (Red) Motley, president of the U. S. Chamber of Commerce and publisher of *Parade*, told the Better Business Bureau of Metropolitan Washington last week.

"Honesty is an individual problem in every phase of human activity," Mr. Motley said. "Federal agencies such as the Federal Trade Commission are definitely necessary," he pointed out, "to prevent the dishonest and reckless advertisers from destroying the public beliefs in this powerful economic force—advertising."

But, Mr. Motley stressed, high standards of honesty and good taste in advertising can only be achieved by individuals assuming the responsibility.

He criticized the condoning of dishonest advertising, expense accounts, and income tax returns as being "a little bit crooked." Mr. Motley warned that a "checkbook psychology" is the sign of a "fat, rich, complacent people."

■ He blamed television for a "moral lie" in fostering education through rigged quiz shows, but he noted that newspapers are "living in a glass house."

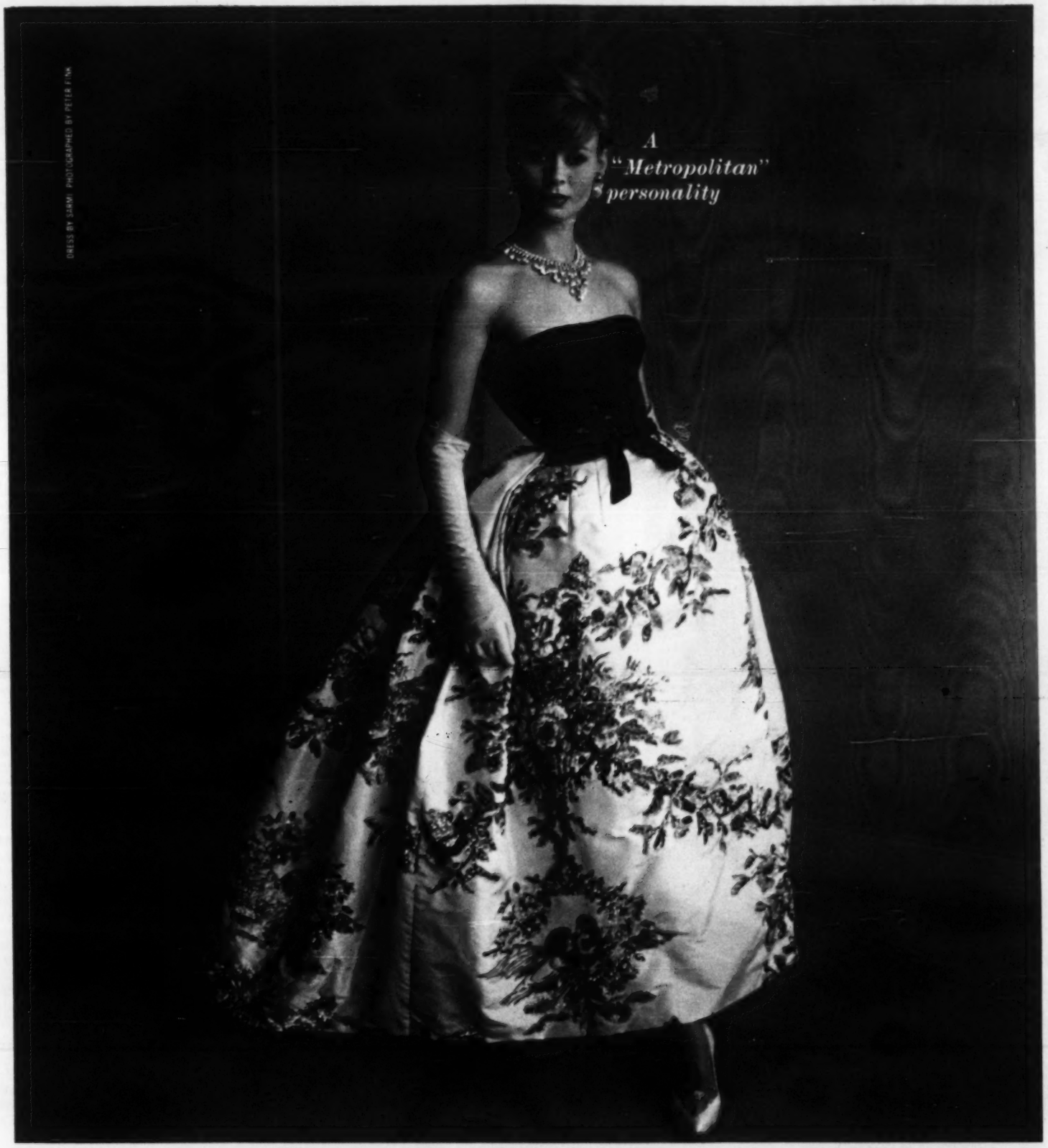
Mr. Motley said the answer to this "nibbling dishonesty" could not be solved with more regulatory laws. He said laws could not have prevented the tv scandals any more than they could stop cheating on income taxes.

Looking toward the future, Mr. Motley predicted that "better business in the months and years ahead will be inevitable because better business men will make it so."

John C. Pyles Jr., vp of the Riggs National Bank and outgoing chairman, reported that the better business bureau here handled a total of 5,811 complaints during its 40th year, including: tv-radio sales and service, 774; appliance sales and service, 497; home improvements, 416; furniture, 364; dry cleaners and laundries, 334; apparel, 311; used cars, 260; auto equipment and service, 222; loan and finance, 208, and photography, 197. #

SATURDAY EVENING POST NOW-TV

SEE CENTER SPREAD



Invited to participate in the real excitement that springs from the interplay of vibrant people... people who spark to the vivid presence of a "Metropolitan" personality—a personality like each of our widely recognized Television, Radio and Outdoor properties.

METROPOLITAN BROADCASTING CORPORATION

205 East 67th Street, New York 21, New York

TV STATIONS: WNEW-TV, New York; WTTG-TV, Washington, D.C.; WTVH, Peoria/Ill.; KOVR-TV, Stockton-Sacramento/Calif.
RADIO STATIONS: WNEW, New York; WIP, Philadelphia; WHK, Cleveland
OUTDOOR: Foster and Kleiser

THE CHRONICLE MEANS THE WEST

In the past year The Chronicle gained
MORE THAN TWICE AS MUCH
daily circulation as The Examiner

Source: A. B. C. Publisher's Statements, 3 months ending March 31, 1959, 1960

Two Join Chemstrand

J. Floyd Smith, formerly vp for marketing of Firth Carpet Co., has joined Chemstrand Corp., New York, as staff director, marketing coordination. Edsel D. Stewart, previously with Goodyear Tire & Rubber Co., has joined Chemstrand as a merchandising specialist, with headquarters in Akron.

Donahue & Coe Names Two

Donahue & Coe, New York, has elected Wilber Downes, account executive on Holland-America Line and Turner Construction Co., a vp. Ira L. Joachim, formerly ad manager of Pilot Radio Corp., has joined Donahue & Coe's copy department.

Myrbeck Offers New Service

S. Gunnar Myrbeck & Co., Quincy, Mass., and Washington, has made an arrangement with Gotham-Vladimir Advertising, New York, to handle advertising in more than 50 foreign countries for Myrbeck clients.

Coverage Plan Response Good, Nielsen Reports

NEW YORK, July 5—A.C. Nielsen Co. reports that initial reaction to its proposed blueprint for a 1961 Nielsen Coverage Service for radio and television has been favorable.

The plans, as announced to broadcasters, advertisers and agencies, call for separate county-by-county measurements of radio and tv circulation. This will be the first national circulation study for radio since 1956; out-of-home listening will be included. A number of radio salesmen have long felt the need for more up-to-date circulation data about their fast-changing medium. The last tv count was in 1958.

Radio field work will begin this fall; the tv field work will start in the spring of 1961. Questionnaires will be mailed to 375,000 families. For tv, the questionnaire material will be supplemented by personal interviews and by Audilog (diary) and Audimeter data which Nielsen regularly gathers.

Some 2,930 counties will be measured individually; the remaining 146 will be combined in clusters. Figures will be provided for 13 Alaskan and Hawaiian cities.

■ Findings will be reported in terms of 1960 U.S. Census data on total homes, radio homes and tv homes. The reports will provide radio and tv stations with figures on their circulation, showing weekly and daily breakdowns, with day and night subdivisions. State and county totals also will be included. The target date for delivery for reports on both media is midsummer, 1961.

Depending on the size of the outlet, costs per station range from $500 to $5,000 gross on radio, and $600 to $6,000 gross for tv with discounts running up to 50%. The range for buyers of radio and tv time—that is advertisers and agencies—is much wider, depending on the amount of circulation data required. A small agency could buy data covering one state for as little as $40 to $50; a major agency or advertiser buying the complete coverage study could get it for approximately $7,500 net.

■ American Research Bureau has a national tv coverage study that is set for delivery Aug. 1. It has been reported that ARB has sold this service to about 28 agencies, as well as to CBS-TV and ABC-TV. #

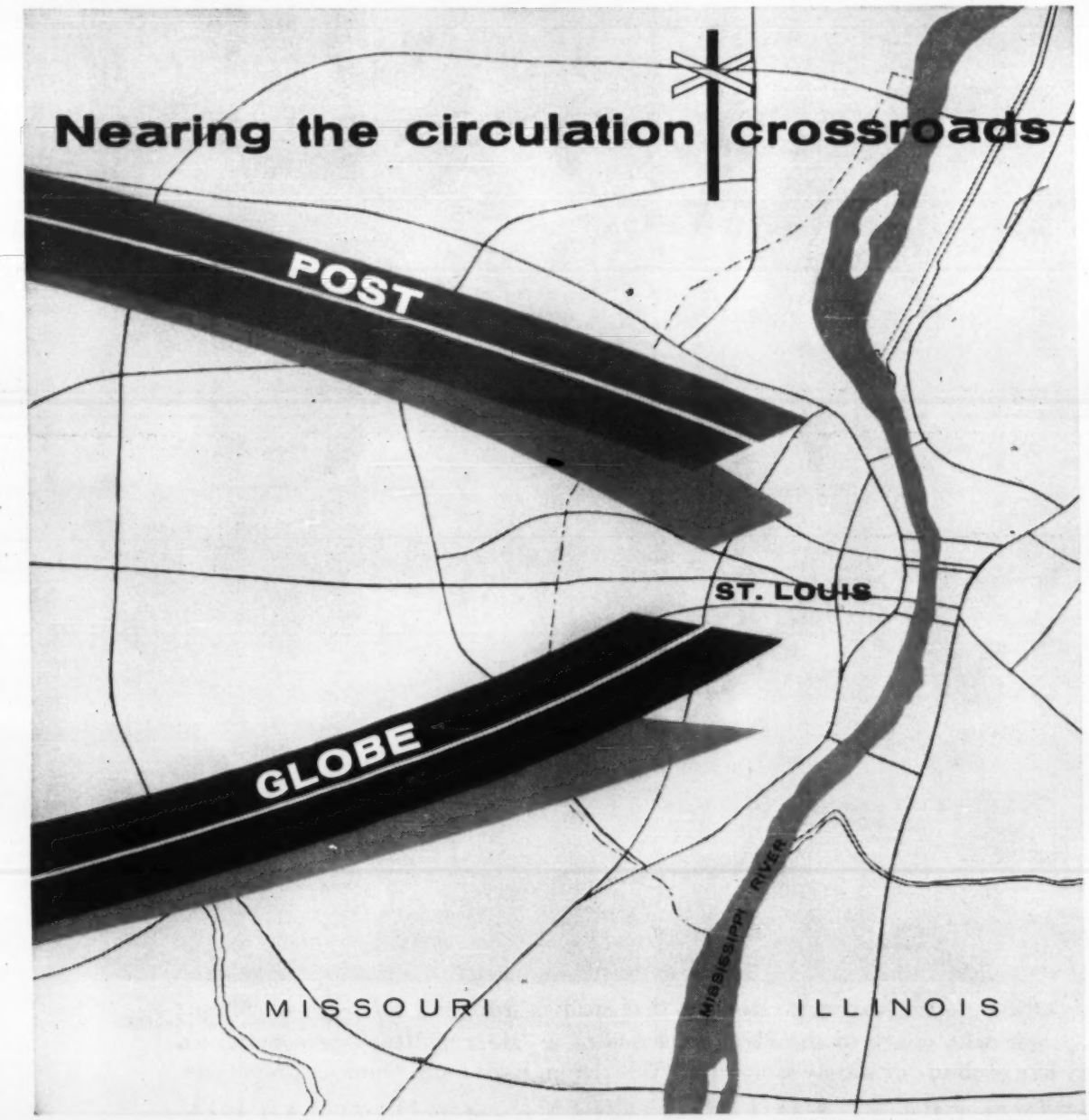
'Pediatric Herald' Bows

Pediatric Herald, a monthly tabloid covering the pediatrics field, will be published starting with the July, 1960, issue, by Editorial Projects, New York. The newspaper will be co-sponsored by Wyeth Laboratories, Pfizer Laboratories and Gerber Products Co. and will have a controlled circulation of 10,000 pediatricians and 70,000 general practitioners.

Furniture Account Appoints

Martinsville Furniture Co., Martinsville, Va., has appointed Tucker, Wayne & Co., Atlanta, to handle its advertising and Bell & Stanton, New York, for publicity. The appointments are called "part of a series of company moves toward an expanded marketing operation." Adams & Keyes previously had both accounts.

Nearing the circulation crossroads



Globe up 37,747 – Post down 1,319

The St. Louis GLOBE-DEMOCRAT has gained 37,747 in daily circulation. The other paper has slipped . . . lost readers. This has happened in just the first five years since the new management came to the GLOBE. ABC statements for the six months ending March 31, 1955, and 1960 show that the GLOBE has gone from 288,085 to 325,832 while the POST-DISPATCH has dropped from 397,531 to 396,212.

ST. LOUIS Globe DEMOCRAT

Represented Nationally by Moloney, Regan & Schmitt

Philip Morris Sales to Top $500,000,000 in 1960: Cullman

NEW YORK, July 5—Joseph F. Cullman III, president of Philip Morris Inc., sees a rosy future coming up for the tobacco industry in general and for his company in particular.

Mr. Cullman voiced his happy predictions in a luncheon speech before the New York Society of Security Analysts here today. Among his forecasts:

• Total domestic cigaret consumption in 1960 will break all previous records for a total of about 470 billion cigarets. He pointed out that the Department of Agriculture expects the figure to reach 530 billion by 1965 and 680 billion by 1975.

• Sales at Philip Morris Inc. this year will reach a new peak, coming in at more than $500,000,000.

The Philip Morris president said his optimistic outlook was based on three main reasons: (1) the dramatic increase in the introductory smoking age (18-24 years) population, which is growing at a greater rate than the population as a whole; (2) the steady increase in per capita consumption of cigarets, which has been gaining at about 3.2% a year since 1955, and (3) the growth potential that further technological and manufacturing improvements can bring the cigaret industry.

■ Mr. Cullman said tobacco stocks should be considered growth stocks and "are deserving of a higher-price earnings ratio." He said the increase of 40% in Philip Morris earnings per share in the five-year period from 1955 through 1959 was higher than all but five out of 26 companies which together comprise the chemical industry stock price index and the electronic industry stock price index. Almost all those companies, he added, enjoy prices well over 20 times their 1959 earnings, while Philip Morris is selling at less than 14 times its 1959 earnings.

■ Mr. Cullman touched on his company's expansion activities here and abroad. He revealed that Benson & Hedges, Canada, acquired in 1958, is expected to start making cigarets next year in a new factory built to service the entire Canadian market. In the past this company's production was confined to cigars. The Philip Morris English subsidiary, which sells to the Commonwealth and the European free trade area, will move into larger quarters in London this summer.

■ Sales of Philip Morris, Australia, increased 56% in fiscal 1959. The Philip Morris brand is the largest selling American-type cigaret in Venezuela, where Philip Morris Inc. owns about 51% of C. A. Tabacalera Nacional; this company makes Philip Morris, Marlboro and Parliament cigarets for sale as local brands in Venezuela. Cigaret imports are forbidden in this South American country.

As for expansion on the home front, Mr. Cullman said it was too early to assess the future performance of A.S.R. Products as a part of the Philip Morris corporation. PM acquired this razor and blade company earlier this year. This company, he said, "obtains a higher return on its capital employed than Philip Morris, which is one of the reasons" it was acquired. #

AAW Protests Proposed PUC Action to Cut Gas Ad Budget

The Advertising Assn. of the West, which has headquarters in San Francisco, has filed a formal protest with the California Public Utilities Commission against proposed PUC action to cut the advertising and sales promotion budgets of the Southern California Gas Co. and Southern Counties Gas Co.

Charles W. Collier, exec vp, wrote E. C. McKeage, PUC president, that "the AAW vigorously protests any such reduction by formal order of the PUC." Such action, Mr. Collier said, "would not be in the public interest" and would tend to "throttle or curtail public utility advertising."

ABC-TV Affiliates Elect

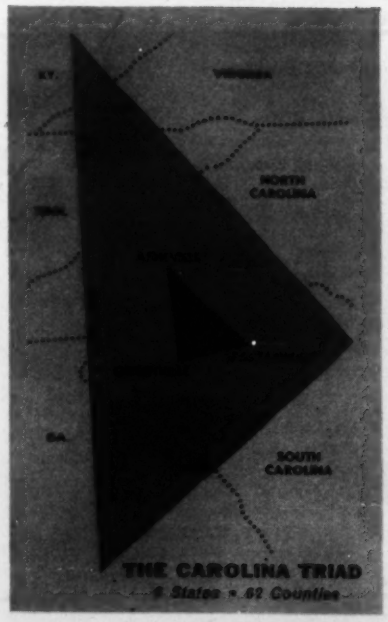
Howard W. Maschmeier, general manager of WNHC-TV, New Haven, Conn., has been elected chairman of the board of governors of the ABC-TV Affiliates Assn. Other new officers are Donald D. Davis, president and commercial manager of KMBC-TV, Kansas City, Mo., vice-chairman; John F. Dille Jr., president of WSJV, South Bend, Ind., secretary, and John T. Gelder Jr., vp and general manager of WCHS-TV, Charleston, W. Va., treasurer.

Hanes-Millis Names Ayer

Hanes-Millis Sales Corp., which markets Hanes Red Label socks, has named N. W. Ayer & Son, Philadelphia, as its agency. The new company was formed by P/H. Hanes Knitting Co., an Ayer client since 1910, and Adams-Millis Corp., High Point, N.C. The Hanes Red Label brand will be sold through wholesale distributors only.

NATIONAL CATHOLIC FAMILY MAGAZINE
Put this active market place on your next schedule.
SEPTEMBER ISSUE CLOSES JULY 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176
St. Anthony MESSENGER

The Carolina Triad loves WLOS-TV



WLOS-TV is number one in the Carolina Triad—in every day part!

The Greenville-Asheville-Spartanburg March ARB shows WLOS-TV delivers an average of 34,000 homes per quarter-hour from 9:00 a.m. to midnight, Sunday through Saturday—108.6% more homes than station "C"; 21.4% more than station "B"! And it's no wonder the Triad loves WLOS-TV . . . with the South's highest tower—bringing the top shows into homes in all 62 counties of the Triad. Your PGW Colonel has the full story.

WLOS-TV abc

Serving ASHEVILLE—GREENVILLE—SPARTANBURG

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.
SOUTHEASTERN REPRESENTATIVE: JAMES S. AYERS CO.

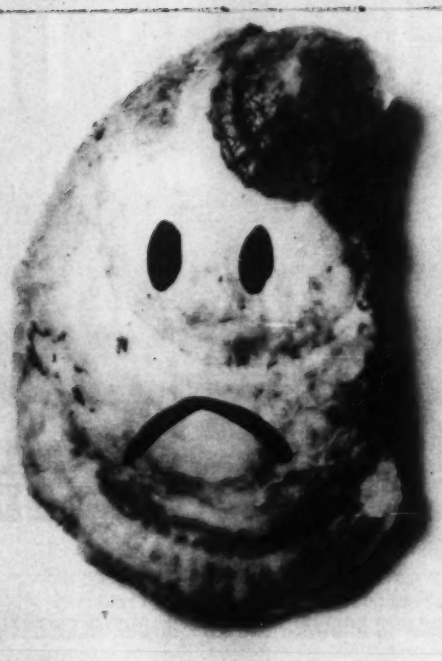
WOMETCO ENTERPRISES INC.

One pearl

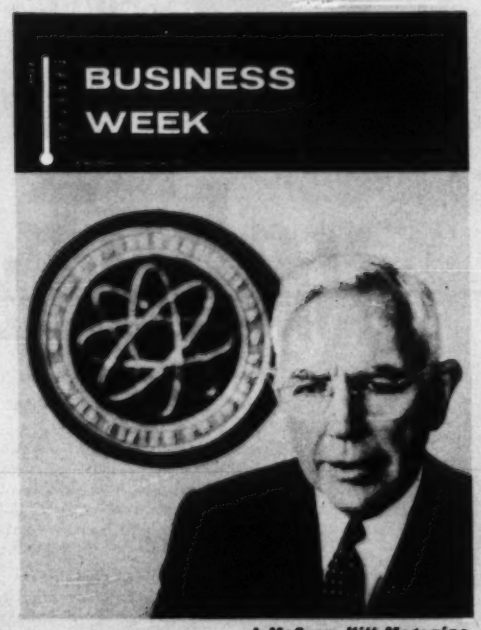
to a carload

You've got to crack open the shells to find the extra value – if any. Business Week's first step is to ask every subscription applicant for name, title, company, and business. Then Business Week *selects* the management men, *rejects* most non-management. *No other general, general-business, or news magazine does this.* Last year, it cost us 11,000 would-be subscribers, $84,000 in subscription revenue.

But we found the pearls.



You advertise in Business Week when you want to influence management men. Greatest management readership per dollar.



A McGraw-Hill Magazine

GOLDEN ERA—*Phyllis Palmer, dressed in bright gold leotards, also displays a new Warner-Lambert counter display for Anahist which the company hopes will help usher in a "golden era" of sales. Also contributing will be the heaviest tv campaign in Anahist history.*

Ads by 10 Contact Lens Sellers Mislead, Says FTC Complaint

WASHINGTON, July 5—The Federal Trade Commission last weekend fired out simultaneous complaints accusing 10 optical companies of exaggerating the merits of contact lenses.

The companies are located in major cities from coast to coast. FTC sources indicated the complaints were based on the commission's newly reorganized monitoring of newspaper advertising, involving a continuing review of a rotating sample of representative newspapers.

In each instance, ads attacked in the complaint claimed all persons can successfuly wear contact lenses, and all but one case involved the claim that there is no discomfort in wearing them.

FTC newspaper monitors reportedly used as their guide in reviewing contact lens ads a 1956 commission decision, which is regarded as a landmark establishing FTC's attitude toward contact lenses. The complaints take the position that a significant number of people cannot wear them successfully, that practically all will experience some discomfort at first and that in a significant number of cases discomfort will be prolonged and in some cases will never be overcome.

■ Optical companies involved in the complaints are Contact Lens Specialists, Boston; Nu-Vision Optical Studios, Flint; Contact Lens Center, Seattle; Leo Biglaiser, Phoenix; Kenmore Optical Co., Boston; Elliott Kapchan, Alameda; American Contact Lens Laboratories, Detroit; Gordon-Masling Optical Co., Rochester, N. Y.; Daniel D. Weinsten and Irwin R. Title, Oakland, and Contact Lens Specialists, New Orleans. #

Davis Names Forsberg

Davis Publications, New York, has appointed Ray Forsberg advertising manager of the handbook series of *Science & Mechanics*, Chicago. Mr. Forsberg was formerly advertising space representative of *Conover-Mast Purchasing Directory*, *Popular Science* and *Mechanix Illustrated*.

Carter & Galantin in Merger

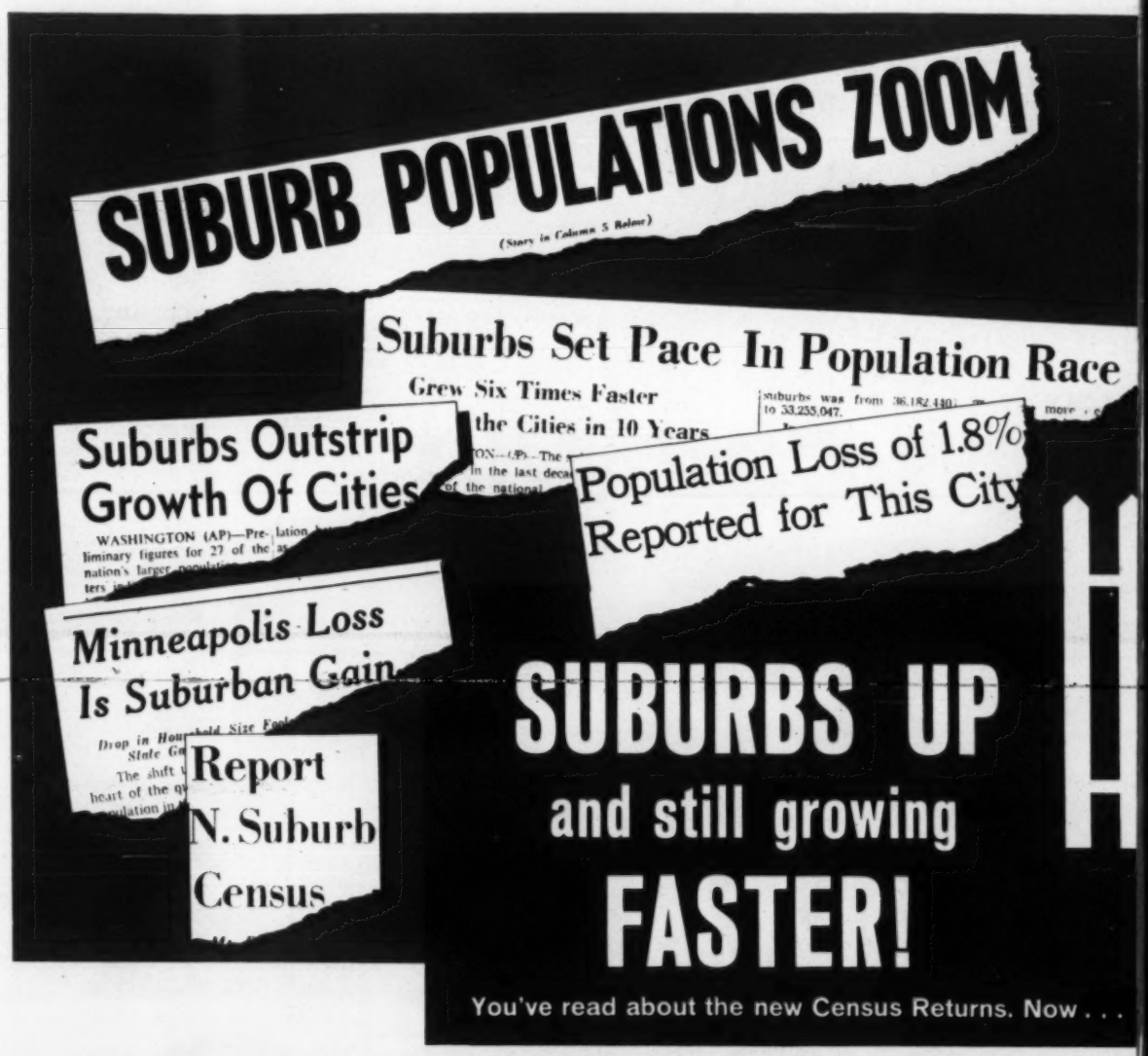
Carter & Galantin, Chicago, producer of training and sales devices and films, has merged with Dorsett Electronics Laboratories, Norman, Okla., designer and manufacturer of missile and space telemetering systems. Carter & Galantin becomes a division of Dorsett.

Allston, Smith Adds Two

Allston, Smith & Somple, Greenwich, Conn., has been appointed to handle advertising and sales promotion for John E. Pearson Co., New York, radio-tv station representative. Allston, Smith also has been appointed to handle the account of Brosites Machine Co., effective Aug. 1.

Cahners Names Leighten

Edward H. Leighten has joined Cahners Publishing Co., Boston, as regional manager of *Modern Materials Handling* for the central district with headquarters in Cleveland. He formerly was executive editor of *Material Handling Engineering*.


SUBURB POPULATIONS ZOOM
Suburbs Set Pace In Population Race
Grew Six Times Faster
Suburbs Outstrip Growth Of Cities
Population Loss of 1.8% Reported for This City
Minneapolis Loss Is Suburban Gain
Report N. Suburb Census
SUBURBS UP
and still growing
FASTER!
You've read about the new Census Returns. Now . . .

follow the big shift to the suburbs

AMERICA IS GROWING FASTEST IN OUR RESIDENTIAL SUBURBS

(Census Bureau — 1960 Preliminary Report)

Central Cities . . . UP 8.2% / Suburban Sections . . . UP 47.2%

The following fashionable residential suburbs typify the rip-roaring gains being made by **Suburbia Today** communities across the nation:

	1950	1960			1950	1960		
Skokie (Ill.)	14,832	58,193	UP	295%	Santa Monica (Calif.)	71,595	82,845	UP 15%
Highland Park (Ill.)	16,808	25,440	UP	51.9%	Cuyahoga Falls (Ohio)	29,195	47,705	UP 63.5%
Mt. Holly (N. J.)	8,256	13,260	UP	60%	Montgomery (Ohio)	579	2,635	UP 335%
Babylon, L.I. (N.Y.)	45,556	142,339	UP	212%	Raytown (Mo.)	500	17,033	UP 3,306%
Gendale (Calif.)	95,705	118,330	UP	23.5%	Littletown (Colo.)	3,378	13,595	UP 302%

prominent

MAIL ORDER HOUSES

for their important color lithography work rely on The Regensteiner Corporation, now celebrating 50 years of service as one of the nation's largest producers of quality color printing.

Our 50th YEAR

REGENSTEINER CORPORATION

award-winning color/black & white lithography

Jackson Boulevard and Racine Avenue
MOnroe 6-4200 • Chicago 7, Illinois

New York office: 520 Fifth Avenue
OXford 7-0167

'Predicasts' Makes Debut

"Predicasts," which is described as a comprehensive product forecast publication, is now available on a national basis. "Predicasts," which will be published quarterly by Economic Index & Surveys, Cleveland, draws its information from more than 200 leading trade journals covering all fields of consumer and industrial manufacturing activity. The production of the new publication is under the direction of Samuel A. Wolpert, president of Economic Index & Surveys.

Kinney to Retire from U. S. Steel

Irvin C. Kinney, advertising manager of Tennessee Coal & Iron division, U. S. Steel Corp., Fairfield, Ala., will retire July 31 after 23 years' service. Mr. Kinney began his career with TCI in 1937 as assistant advertising manager, and was named to his present job in 1954.

Consumers' Conservativeness Levels Out Economy's Upswings, Downswings: Katona

ANN ARBOR, MICH., July 5—The peaks and valleys of the traditional business cycle may be leveling off, as a result of stronger influence by the consumer.

The consumer's influence has this leveling effect, in the opinion of economist George Katona, because he is inherently conservative and does not let booms or recessions "panic" him into rash action.

"In sum," he said, "the errors of over-exuberance during a boom and of over-caution during a depression are characteristic more of business action than of consumer action.

"Buying more freely when prices are stable and buying less when prices are rising are forms of behavior the effect of which is counter-cyclical; they help to reduce the fluctuations in the economy, rather than making them excessive."

Mr. Katona is director of the economic behavior program at the University of Michigan survey research center. His comments are contained in a booklet, "The Consumer & the New Business Cycle," a report on a meeting held at the research center earlier this year. The meeting was called to discuss significant trends revealed in the center's 1960 survey of consumer finances (AA, April 11).

■ Martin Gainsbrugh, chief economist and director of the National Industrial Conference Board, another speaker at the meeting, hailed Mr. Katona's work, but presented charts of spending during recent recession periods which showed "little indication that consumers have been exerting a new stabilizing influence or that their spending patterns for discretionary items have been increasingly divorced from income change in a recession."

He added, however: "Consumer action may perhaps be contributing more to the moderation of a cycle than is generally recognized—more, perhaps, than I recognize.

"Economic stability achieved through greater government intervention is not without its costs in terms of restrictions of individual rights and liberties," Mr. Gainsbrugh said. "George Katona's new emphasis is upon the self discipline exercised by individuals in their vital role as consumers. I applaud his effort to shift attention to counter-cyclical activities of a private character." #

Durst Names Hazard

Durst (USA) Inc. has appointed Hazard Advertising, New York, to handle its advertising and public relations. The company is a subsidiary of Durst A.G., European manufacturer of phototechnical equipment.

Blair Named VP, Sales Head

Industrial Research, Chicago, has appointed William A. Blair vp and New England sales manager. Mr. Blair was formerly assistant to the eastern sales manager of *Industrial Research*.

Expect 150,000 Drop in Chicago's Census
POPULATION DIP SEEN FOR SAN FRANCISCO
1960 Census Indicates 3% Loss in City
7,650,000 Estimated As Population Now
Population Down, City Losing Cash

with **Suburbia Today**™

The Colorgravure Magazine-Section Exclusively Serving 526 of America's Fastest Growing, Higher Income Suburbs!

Population gains during the past ten years have been greater — by far — in the suburbs than the cities! And greatest of all in the higher income, swank suburban communities! This — from the U. S. Census Bureau — may have shocked a few city mayors, but it certainly comes as no surprise to advertisers of *Suburbia Today!*

As the only national monthly edited *exclusively* to the interests of prosperous suburban families, *Suburbia Today* has been an integral part of this phenomenal growth story. It has grown into a vital, major marketing medium!

Census reports still to come are sure to strengthen *Suburbia Today's* unique position as a key to modern marketing planning. Its colorful, homey, magazine format puts your message where America's greatest growth is taking place — in the 526 "cream of the crop" suburbs whose rate of growth, rate of earning and rate of spending far outstrips the typical surburb!

Your products belong where families, and homes and business are on the upswing. Only *Suburbia Today* takes you there—with impact, regularity and proven reader response!

Home Delivered by 212 Suburban Newspapers to 1,388,513 Family Readers in 526 "Growth" Communities.

Suburbia Today™

Leonard S. Davidow, Publisher
Patrick E. O'Rourke, Advertising Director
Ford King, National Advertising Manager
NEW YORK 22, N.Y.

CHICAGO 1,
CLEVELAND 15,
DETROIT 2,
LOS ANGELES 5,
SAN FRANCISCO 4.

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or services lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120 Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

Man-Size Results!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

Kutner Joins Helene Curtis

David H. Kutner has joined Helene Curtis Industries, Chicago, in the new post of executive assistant to George Factor, vp of marketing. Mr. Kutner was formerly vp and general manager of Motorola Sales Inc., Chicago, subsidiary of the electronics company, as well as distribution manager of the consumer products division. Prior to joining Motorola in 1954, Mr. Kutner was director of advertising and public relations of the Norge division of Borg-Warner Corp., Chicago.

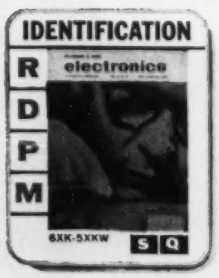
New Putman Magazine Bows

The first issue of *What's New in Chemicals*, a monthly publication of Putman Publishing Co., Chicago, made its appearance last week with a guaranteed circulation of 60,000. The magazine serves buyers of chemicals. B&w page rate for a single insertion is $895; six-time rate, $850. Color premium is $120.

Ponderosa Pushes Patios

Ponderosa Pine Woodwork, Chicago, has launched a June through September promotion of patios. A color ad appeared in *The Saturday Evening Post* in June and the September issue of *American Home* will carry a similar ad. Western Advertising Agency, Chicago, handles the account.

A SPECIAL BREED



In most industries the management man went to business school and doesn't concern himself with design problems.
In most industries the design engineer doesn't concern himself with management problems.
The electronics man is different.
Look at his badge. It reads **R**esearch-**D**esign-**P**roduction-**M**anagement. His interests are in any or all of the four areas.
No matter where you find the electronics man his engineering background enables him to influence the purchase of electronic components and equipment. Your advertising must reach him if you are to sell electronic goods.
This is the strength of **electronics**, the one magazine published weekly and edited to reach this engineering oriented electronics man, wherever he is.

THE ELECTRONICS MAN
"BUYS" WHAT HE READS IN... **electronics** ABP ABC
and in the **electronics** BUYERS' GUIDE
A McGraw-Hill Publication · 330 West 42nd Street · New York 36, N.Y.

Sweeney Gives Radio Men 10 Questions to Ask Themselves

BARABOO, Wis., July 5—Kevin Sweeney, president of the Radio Advertising Bureau, has proposed that radio station operators try themselves out on this little 10-question game.

These are the questions as he put them in a speech before the Wisconsin Broadcasters Assn. here:

1. Did you have luncheon with customers or prospects twice or more often during the past week?

2. Have you spent an hour or more with the largest local advertiser in other media in the past six months showing him why he must spend at least one-third of his budget in radio?

3. Would the governor of your state be able to identify you as to your occupation if he saw your name on a long list of persons invited to a reception?

4. Have you written either your representatives in the House or either of your senators in the U.S. Senate to tell radio's side of the payola story?

5. Do you have a clearly enunciated and understood policy on the music you play—a policy written down for your staff?

6. Do you have one programming experiment in progress? That is, are you doing something at least slightly different for at least an hour a week, something that is not duplicated, in essentials, by any of your competitors?

7. Do you have at least one person who works exclusively on news? And, if you are in a large market, one person who works exclusively on local news?

8. Have you editorialized on any local, controversial issue in the past year?

9. Have you ever taken issue with General Electric, Zenith, RCA, Emerson, or their distributors when a co-op policy blocks the purchase of radio by dealers in your area? By "taking issue" I mean a strong, persuasive letter to the man who can decide the case.

10. Do you insist on some standards of performance from your salesmen in regard to number of daily calls, number of new-business calls, amount of business sold, and coverage of the prospective list?

■ This was the Sweeney technique for self-scoring: An answer of "yes" to less than five of the questions "means your station is not geared to compete for audience, business or the regard of the community in the next decade." Five to seven "yes" answers qualify as "above average," and "yes" to eight or more "marks an exceptionally well-run station." #

Lipton Tests Coupons

Thomas J. Lipton Inc. is running identical four-color spreads, but with different coupons, in the U.S. and western editions of the July *Reader's Digest* for Lipton instant tea. The U.S. ad offers 8¢ off on the purchase of one jar while the western coupon offers a refund on the price of one jar, with the purchase of two. Sullivan, Stauffer, Colwell & Bayles, New York, is the Lipton agency.

SATURDAY EVENING POST NOW-TV
SEE CENTER SPREAD

Van....

Who's Who in America records Van Campen Heilner's fascinating career as follows: "editor, author, explorer; studied ichthyology under Dr. J. T. Nichols, Am. Mus. Natural History; Asso. editor Field & Stream; field representative in ichthyology of Am. Mu. of Natural History, ichthyologist expdn. to Peru and Ecuador, 1924-1925, Alaska, 1927, Cuba 1934-35; Peabody Mus. of Yale expdn. to Tierra del Fuego and Straits of Magellan, 1948.

"First naturalist to make motion pictures successfully of the roseate spoonbill in its nat. haunts; disc. several new species of West Indian fishes. Fellow Royal Geog. Soc., Royal Anthropol. Inst. (London), Am. Geog. Soc., mem. Am. Mus. Natural History (hon. life), Am. Soc. of Mammalogists, Am. Soc. Ichthyologists and Herpetologists, Bombay Natural History Soc.; asso. Am. Ornithologists' Union; hon. mem. British Sea Anglers Soc. Author books, the latest being Our American Game Birds, 1941. Master smallest motor boat ever to go from Atlantic City to Venezuela, 4000 miles. Decorated Order of Carlos Manuel de Cespedes (Cuba), 1937."

Van has been on the Field & Stream masthead since 1918. What Who's Who does not say is that he is an expert shot and fisherman, one of the "Mr. Authorities" who have kept Field & Stream for five decades the leading sportsman's magazine on all counts. There are now a guaranteed 1,100,000 Field & Streamers, highest in the history of outdoor magazines. And in the half just ended, advertising revenue reached an all-time peak. In the booming, zooming sportsman's market, most advertisers pick the leader.

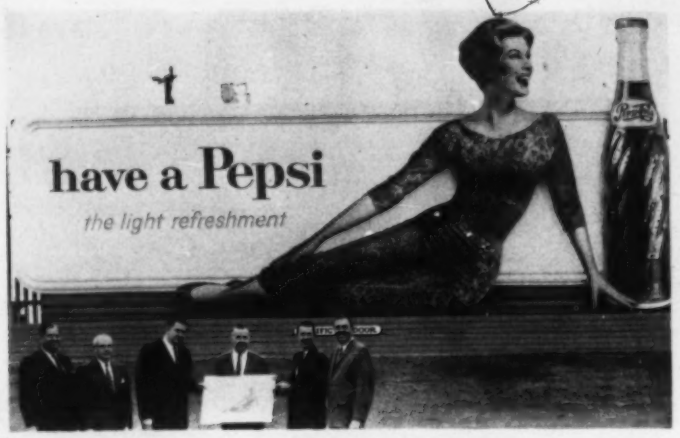
Field & Stream

America's Number One Sportsmen's Magazine

WJBK
DOMINATES THE
MARKET ON WHEELS!
SATURATE with low-cost
package plans
CALL KATZ – today!

RADIO
WJBK
IS
DETROIT

the **STORER** *station backed by*
33 years of responsible broadcasting



Morgan Abel Powell Dryer Pederson Wilson

FOR L.A. MOTORISTS—*Ed Morgan and Jim Powell of Pepsi-Cola Bottling Co., Los Angeles, and four Young & Rubicam stalwarts—Curt Abel, John Dryer, Ray Pederson and John Wilson—are dwarfed by larger-than-life Pepsi bulletin, part of the bottling company's saturation outdoor program in the Los Angeles county metropolitan market.*

The "BIG STICK"
that
SPEAKS
with
AUTHORITY

You speak with authority in the multi-billion dollar market in the Piedmont Carolinas when you buy WBT . . . the radio station that speaks with a powerful voice. It takes 22 stations in the WBT basic service area, at 163% more cost, to match WBT's audience. WBT . . . authority and acceptance . . . built by 38 years of professional broadcasting.

WBT
CHARLOTTE
50,000 WATTS

AWARD WINNING
VOICE of
AUTHORITY
in the
PIEDMONT
CAROLINAS

2,216,600
2,216,600 consumers populate the 75-mile radius around Charlotte . . . a population larger than the comparable area served by Indianapolis.

Jefferson Standard Broadcasting Company
Represented Nationally by CBS Radio Spot Sales

Campbell-Ewald Reopens Ad School With 12 Undergrads

DETROIT, July 7—Campbell-Ewald Co. reopened its ad school for undergraduates of colleges Tuesday, July 5. Four students from Wayne State University joined eight from the University of Michigan for the first time in an eight-week course.

The first summer training program of this kind was undertaken by Campbell-Ewald in 1957.

During the two-month internship period students will be assigned in teams of two—an artist and a writer—to prepare advertising campaigns for a mythical new product, a children's vitamin. Last year the practice stint was on an imaginary breakfast food.

Each undergraduate will be graded according to college standards. Students receive university credit and also a salary made possible by a grant by the agency to the universities.

■ Three members of last year's class were hired by Campbell-Ewald on a permanent basis after graduation.

Campbell-Ewald also has posted two $1,200 four-year scholarships at Wayne for those whose talent and inclination recommend them to the advertising field.

Thomas B. Adams, agency president, said, "We are losing too many bright young minds who might be called into advertising if they had a better understanding of it." #

Creative Dept. Opens

Creative Dept., which says it is Los Angeles' first complete creative advertising service, has opened its doors at 1524 N. Western Ave. Neither an agency nor an art studio, the new company will function as a source for creative packages in all media—concept, copy, art, design and production. Principals are Charles Agler, Patrick Fitzgerald, Bennett Foster and Duane Gordon.

Read Resigns Ziff-Davis Post

Oliver Read has resigned as publisher of the electronics division of Ziff-Davis Publishing Co., New York. A successor for Mr. Read, who was publisher of *Electronics World*, *Hi/Fi Stereo Review* and *Popular Electronics*, will be announced later. He will continue with the company in an advisory capacity.

Henry Johnson to Lippincott

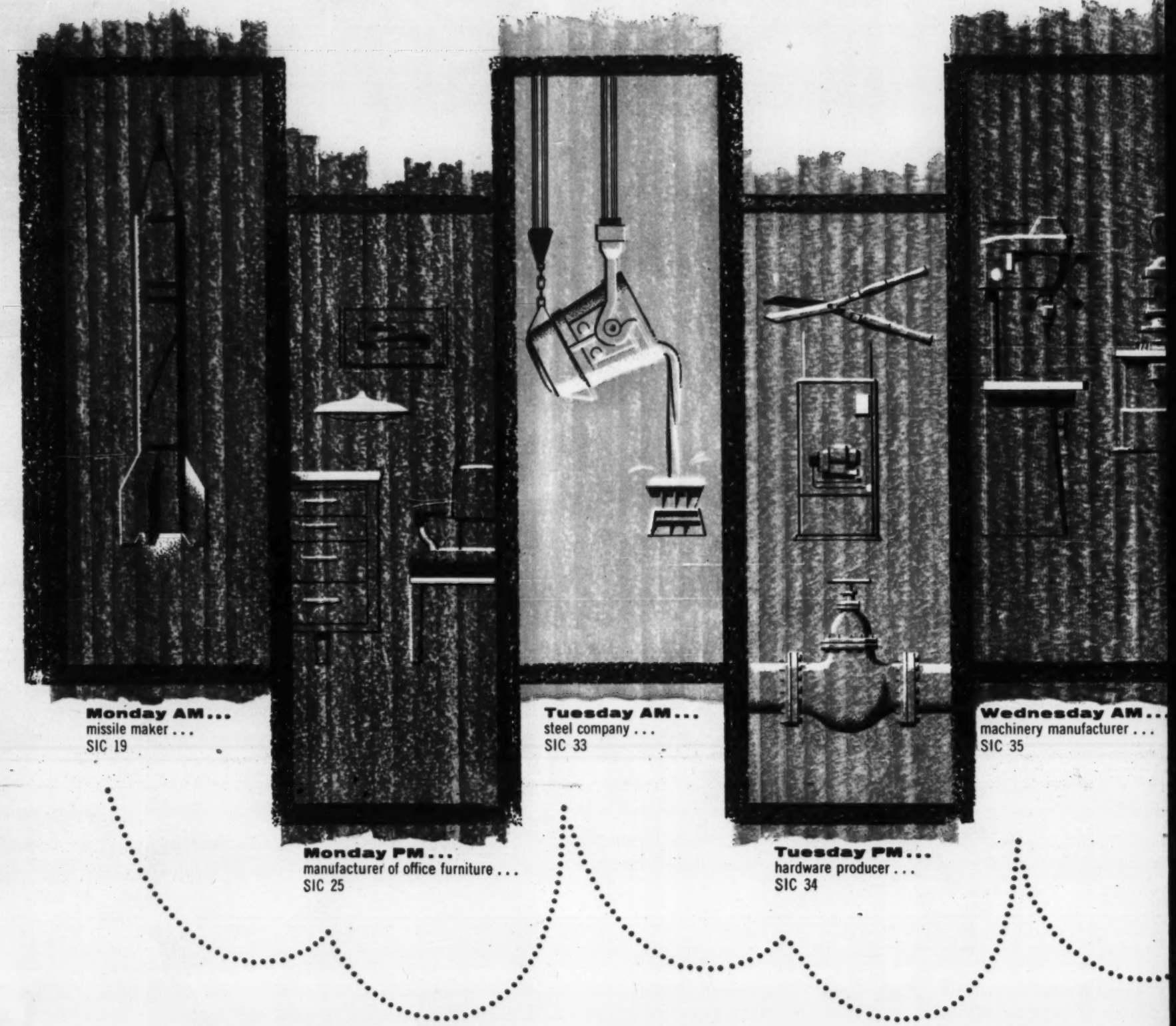
Henry C. L. Johnson, formerly vp and senior account supervisor at J. Walter Thompson Co., has joined Lippincott & Margulies, New York, as assistant to the president.

COPYRIGHT © 1950 THE NEW YORKER MAGAZINE, INC.

The New Yorker creates

"I first encountered serious criticism in The New Yorker. Robert Benchley and later Wolcott Gibbs on theater, John Mosher on movies, Clifton Fadiman on books, helped shape my own style as a critic. There's hardly a critic or reviewer in the country who has not been moulded to some degree by The New Yorker's critics. Its great influence has been to make criticism not only honest, which goes without saying, but humane and sensible which are rare and important virtues, too."

John Crosby, TV Columnist,
The New York Herald Tribune



Monday AM...
missile maker...
SIC 19

Monday PM...
manufacturer of office furniture...
SIC 25

Tuesday AM...
steel company...
SIC 33

Tuesday PM...
hardware producer...
SIC 34

Wednesday AM...
machinery manufacturer...
SIC 35

When your salesmen go to town

. . . any town . . . they call on every worthwhile plant. They cover the $150-billion breadth of it to make sure they get their share. When they make plant calls . . . they don't limit contacts to any single buying influence. They try to cover all bases . . . purchasing, production, engineering and administra-

SERVES ALL FOUR FUNCTIONS BEST *BECAUSE* IT SERVES THEM ALL

A Penton Publication Penton Building Cleveland 13, Ohio

Wednesday PM...
appliance maker...
SIC 36

Thursday AM...
automobile company...
SIC 37

Thursday PM...
camera company...
SIC 38

Friday AM...
musical instrument maker...
SIC 39

tive. Support your salesmen with advertising in STEEL. Its circulation is proportionately matched to every segment of metalworking... and to all four functions. Where else can you CONCENTRATE to DOMINATE the full range of the Metalworking Market... and still cover all four buying influences?

NCP

BPA

ANSWER-AMERICA

Will Make Your *Client's* Advertising More Effective

Answer-America, a network with more than 250 telephone answering exchanges, with offices in the United States, Canada and Mexico, can offer your clients varied services *24 hours every day* . . . they can maintain branch offices, receive mail and orders, have phone service and listings in telephone directories. Mail can be addressed to any one of the Answer-American affiliates and will be sent to the general office for reply or forwarded on to established regional offices. Answer-America can also do special services, make telephone surveys, handle mail and telephone orders to tie in with local newspaper, radio and T.V. advertising. For complete information, write Answer-America.

Executive Office

ANSWER-AMERICA, INC., 55 East Washington Street, Chicago, Ill.

RAndolph 6-2339

AFFILIATE ANSWER CANADA

Two Name Pairan/Shepard

A-C Supply Co., Akron, O., manufacturer of electrical systems, and The Smorgasbord, Stow, O., manufacturer of frozen food products, have appointed Pairan/-Shepard Advertising, Akron, to handle their advertising. At the same time, Sue Luther, formerly with Coleman Todd & Associates, has joined Pairan/Shepard as a copywriter.

Waukesha Fruit to Hubert

Waukesha Fruit Products, Waukesha, Wis., manufacturer of ice cream flavors and exclusive national distributor of Curtiss Candy Co.'s Butterfinger candy in crushed form for flavoring ice cream, has appointed Thomas J. Hubert Advertising, Cudahy, Wis., to handle its advertising.

CLASSIC—*This full-color page, part of a five-page ad by Premier division of Broyhill Furniture Factories, Lenoir, N. C., in August Holiday, introduces the firm's new "Trianon" line.*

Broyhill Furniture Sets Ads, Contests to Push New Lines

LENOIR, N. C., July 5—Premier division of Broyhill Furniture Factories will use a five-page color ad in the August issue of *Holiday* to introduce three new lines of furniture.

The ad, to run only in *Holiday*, will introduce Broyhill's Trianon, Invitation Classic and Saga lines. Newspaper ads also will be used in the campaign. Retailers will merchandise the *Holiday* ad with window and interior display material.

Another promotion feature will be a contest for consumers, providing all-expense trips by Air France to Paris, Rome, Stockholm, Copenhagen and Oslo. In addition, 11 retailers who participate in the promotion will win two-week trips to Paris.

Adams-Allison Co., a division of Burke Dowling Adams Inc., Atlanta, is the agency. #

James Frankenberry Joins Fletcher Richards as VP

James R. Frankenberry has resigned from Doherty, Clifford, Steers & Shenfield, New York, where he was vp and account supervisor, to join Fletcher Richards, Calkins & Holden, New York, in a similar post.

J. R. Frankenberry

Mr. Frankenberry, who had been with Doherty, Clifford for seven years, previously was with Scheideler & Beck, a former New York agency, which went out of business in 1956.

North American, Shwayder to Sponsor TV 'Bridge'

North American Van Lines, Fort Wayne, Ind., has renewed its half sponsorship of "Championship Bridge with Charles Goren" on ABC-TV beginning in October. Appearing for the first time as a participating sponsor of the show will be Shwayder Bros., Denver, manufacturer of Samsonite furniture and luggage.

North American's agency is Biddle Co., Bloomington, Ill. Shwayder's agency is Grey Advertising, New York.

How to button up ANY campaign ★ ★

TOP ACCEPTANCE . . . WCCO Radio, the people's choice. Majority leader for more than 35 years. Only radio station in America voted the coveted Peabody award in 1960!

MORE LISTENERS . . . WCCO Radio wins by a landslide. 54.5% share of audience. More votes than all other Minneapolis-St. Paul stations combined!

LOWEST COST PER THOUSAND . . . really down at the grassroots level. Less than one-third the average cost of all other Twin Cities stations. Reach out to 1,022,610 radio families in WCCO Radio's 114-county basic service area. It's the powerful way to button up ANY campaign!

WCCO RADIO
Minneapolis
St. Paul

Northwest's Only 50,000-Watt 1-A Clear Channel Station / Represented by CBS Radio Spot Sales
Source / Nielsen Station Index, March-April, 1960 / Station Total, 6 AM-Midnight, 7-Day Week

SATURDAY EVENING POST NOW-TV

SEE CENTER SPREAD

man, you've just been *personally* verified . . . and you know it. During the past hour you've answered dozens of questions about your design engineering function . . . products . . . personnel . . . MACHINE DESIGN. Yet busy as you are, you sat still for it. Why? Could it be the charm of the interviewer from the Harvey Research Organization? Or the charm of MACHINE DESIGN itself? Or both? But what really counts most . . . you, along with every other design engineer in establishments receiving over three copies of MACHINE DESIGN, have been verified the way advertisers dream about verification.

No wonder no other magazine can be so certain about the QUALITY and ACCURACY and ADEQUACY of its coverage. No wonder advertisers place more pages, and invest more dollars, in MACHINE DESIGN than in any other design publication. For it's true . . . charm will get you anything. And what's more charming than top advertising value? MACHINE DESIGN, A Penton Publication, Penton Building, Cleveland 13, Ohio.

ABP BPA MACHINE DESIGN

For Mid-America Advertisers . . .

BUY **This Day**

The COLORful family magazine of The Lutheran Church -Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

U.S. Asks Admen to Help Alter Trade Deficit

Twin Drives Aim to Boost Tourism to U.S., Increase Export Volume

WASHINGTON, July 5—The advertising industry has been called into the government's worldwide push to even up the U. S. deficit in balance of trade.

Through two campaigns—the government-industry sponsored bill to set up an office of international travel and tourism, and the Commerce Department's export expansion program—Uncle Sam is hoping to bring into the country as much as he spends abroad.

U. S. merchandise exports still exceed imports by almost $1 billion a year, but, because of the government and private capital being pumped abroad and the wanderlust of Americans who travel overseas, the annual trade deficit amounts to over $3 billion.

The government is banking on more foreign tourists and increased exports—classifications which brought in $17.1 billion last year—to tip the balance of trade in favor of the U. S.

Tourism promotion is a key factor.

■ In 1959 U. S. travelers around the globe spent $1.6 billion, while foreign visitors to the U. S. spent only $902,000,000.

The Senate has already passed a bill to set up travel offices abroad, under a formula which would produce about $5,000,000 for tourist promotion, with more than $2,000,000 earmarked for institutional advertising in overseas media. Last week the House interstate and foreign commerce subcommittee looked over a similar bill and admitted it embodied a good idea, but didn't give it much of a chance of passing in this session.

The subcommittee, headed by Rep. Peter Mack (D., Ill.), heard various associations endorse the bill, as they did when it was before the Senate committee (AA, May 9). The subcommittee also looked at color slides of a "hypothetical campaign," presented by Everard Meade, vp of Ogilvy, Benson & Mather, New York.

■ Aimed at "offsetting certain negative aspects" of foreign opinion, OB&M's ads pictured America at her tranquil best, showed the "scope and excitement" of the U.S. scene. Such themes as "Europe discovers America again," "Suddenly everybody's visiting America," and "The most unexpected thing about America is its people," stress that the U.S. is more than a "commercially eager, city-dwelling people," Mr. Meade explained to the congressmen.

Mr. Meade said the presentation was "not intended as a bid for the appointment of our agency to handle the advertising contemplated in the bill before you. I would be happy to donate our layouts to whatever advertising agency may ultimately be appointed."

Earlier Rep. Milton Glenn (R., N. J.), suggested that the bill called for a couple of million dollars too much, and Bradley Fisk, assistant secretary of commerce for international affairs, admitted the $5,000,000 figure mentioned in the bill was "a complete surprise to us." He accepted Rep. Glenn's idea of using counterpart funds for part of the budget, scaling down the money needed for the overseas operation to $3,000,000.

■ Asked to pitch into the government's other trade balancing project, the export expansion program, is the year-old advertising advisory committee of the U. S. Department of Commerce.

The 15-man committee headed by Frederic R. Gamble, president of the American Assn. of Advertising Agencies, has endorsed the export program and voted to assist the department in its efforts to boost U.S.-made products in other countries.

Secretary of Commerce Frederick H. Mueller stressed the important part the advertising industry plays in the strengthening of the American economy and asserted that "all of the agencies in the Department of Commerce are advertising

IN BUFFALO Food Stores Start the Day Right... in the Morning

Buffalo's three largest corporate food chains and three largest voluntary groups all run the *first* announcements of their weekly offerings in the *Morning* Courier-Express. They catch the housewife when she's planning menus and making up her shopping list.

In 1959, the Courier-Express carried a weekly average of 11 pages of retail grocery advertising. This in-the-morning selling power of the Courier-Express is further proved by leadership in such major classifications as men's clothing stores, women's clothing stores, men's-women's clothing stores, automobile dealers and many others.

Whether you sell men — or women — or both, you cannot reap your full share of the Buffalo market without the Courier-Express.

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more money to spend use the *Morning* Courier-Express to reach Western New York's top 160,000 households.

FOR SATURATION use the *Sunday* Courier-Express, the state's largest newspaper outside of Manhattan, to blanket the 489,903 families in Buffalo and the eight surrounding counties.

For Total Selling in this Great Market

Buffalo Courier-Express

ROP COLOR 7 DAYS

Represented Nationally by

SCOLARO, MEEKER & SCOTT
New York, Chicago, Philadelphia, Detroit

DOYLE & HAWLEY
Los Angeles and San Francisco

minded."

Calling on the industry to aid in the trade expansion program, Carl F. Oechsle, assistant secretary of commerce for domestic affairs, said the effort "represents a partnership between the federal government and private industry to sell more goods abroad.

■ "Our efforts are at best promotional. Private business must do the job," he admitted.

To help make sure U. S. businesses are supplied with European market data, the Commerce Department offers information showing how to find markets abroad; pointing out specific exporting opportunities; locating business partners abroad—importers, agents, and distributors; providing information on foreign competition, and other services.

The campaign, which started last summer, is aimed at recapturing a larger percentage of the world market and offsetting deficits in the U. S. balance of payments.

In an inofficial way the Commerce Department also relies on European-based U.S. advertising agencies to help pave the way. Many leading U.S. agencies in Europe, including J. Walter Thompson Co., McCann-Erickson, and Batten, Barton, Durstine & Osborn, provide market and customer data for potential U. S. exporters.

J. Walter Thompson, for instance, has published breakdowns of the Canadian, Western Europe, Latin American, Philippine, Peruvian, Japanese, Portuguese, and Indian markets.

■ To alert U. S. business men to the opportunities of exporting, the State Department and the Commerce Department set up a five-man national export expansion committee. Heading the committee is Leonard F. McCollum, president of the Continental Oil Co. and chairman of the business advisory committee on foreign commerce.

Other members of the committee are its vice-chairman, Moorehead Patterson, chairman of American Machine & Foundry Co., New York; Rudolph F. Bannow, president of the National Assn. of Manufacturers and of Bridgeport Machine Tools, Bridgeport, Conn.; Donald David, chairman of the Committee for Economic Development and vice-chairman of the Ford Foundation, and Arthur (Red) Motley, president of the U.S. Chamber of Commerce and publisher of *Parade*.

■ The committee has organized groups of business leaders in 33 trading areas where Department of Commerce field offices are located. These regional export expansion committees relay foreign market information and export ideas to local business men.

Outlined in the Commerce Department's stepped up export program are methods to improve trade services, such as establishing pilot trade centers to display U. S. products abroad, and developing institutional ad coverage for American products. #

Sturm to 'Metal Market'

Robert A. Sturm, formerly with Buttenheim Publishing Corp., has joined *American Metal Market* as district manager in the mid-western states. He will work out of Chicago.

Richman Joins Segall

Eugene Richman, previously with Gilbert Advertising Agency, has been appointed art director at I. J. Segall Advertising, New York.

ABC Radio Adds 6 Affiliates; ABC-TV Adds One

ABC Radio, New York, has added six affiliates. They are WMNI, Columbus, O., formerly an independent; KMED, Medford, Ore., also affiliated with NBC; WREA, East Palatka, Fla., a new station, and WALD, Walterboro, S. C., previously affiliated with Mutual. WBRC, Birmingham, Ala., which left CBS last January, has signed as an ABC secondary affiliate. ABC's primary affiliate in Birmingham is WCRT. WKVA, Lewiston, Pa., which had been operating as an independent, has re-affiliated with ABC. ABC's previous affiliate in Columbus was WCOL.

WJPB-TV, Fairmont, W. Va., a new tv station which went on the air June 19, has become an affiliate of ABC-TV.

Court Upholds Parcel Post Rate Increase

The court of appeals has upheld the legality of an $88,000,000 parcel post rate increase which has been challenged by a group of business mail users. The increase, authorized by the Interstate Commerce Commission at the request of the postmaster general, has been in effect since February.

In their test action, users challenged Post Office Department bookkeeping procedures which justified the request for an $88,000,000 increase.

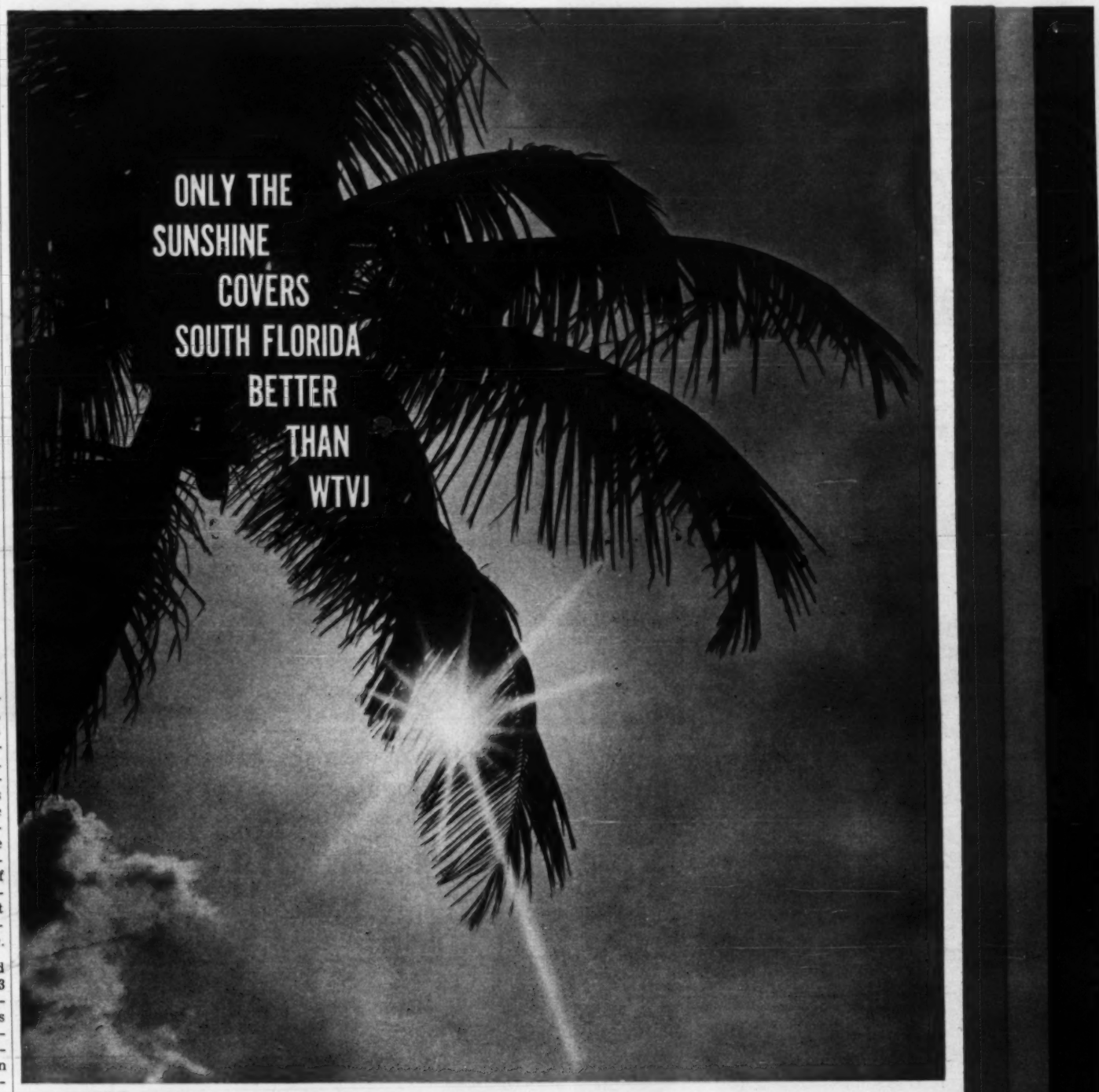
Stanley Joins ACF

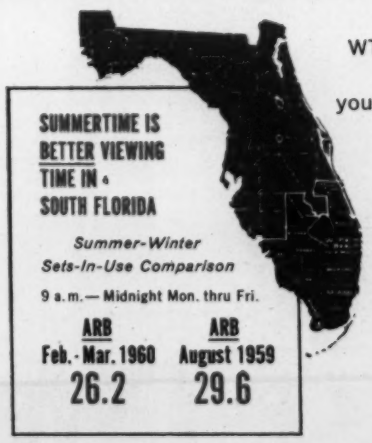
Lawrence H. Stanley, an industrial marketing consultant for the past five years, has joined ACF Industries, New York, as manager of marketing services, a new position. Mr. Stanley was with Bigelow Sanford Carpet Co. from 1946 to 1955 and then co-founded Case-Stanley Marketing Consultants.

B&B Adds Three Accounts

B&B Promotion Service, Ft. Myers, Fla., has added three accounts: General Panel Corp., Universal Gunite Pools and McDonald's Drive-Ins.

"Subliminal" Advertising
Ads, letters, literature with instantaneous appeal—that tells story at a glance and leaves lasting impression.
"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago





WTVJ—among all media—delivers South Florida's largest daily circulation! Only WTVJ will give your schedule complete coverage of the South Florida market. Obtain the facts of WTVJ's exclusive, total coverage of South Florida from your Peters, Griffin, Woodward Colonel.

WTVJ CBS SOUTH FLORIDA

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.
WTVJ
WLOS-TV
WFGA-TV

From wellhead
to burner tip

GAS...A

How GAS Magazine and its M-A-P

HELP YOU SELL

the $2 billion gas industry market

Your view of the gas industry as a market should encompass three types of gas companies—distribution, transmission, and integrated* companies—to assure maximum sales. Any narrower view than this will cause you to miss important segments of your potential market.

GAS serves all three types of companies. Through M-A-P—its broad and penetrating Marketing Assistance Program—GAS can tell you where and how *your* products or services can be used in each type of company. Budgets of gas companies for various products and services, aggregating over $2 billion for 1960, are available to help you pinpoint your prospects even more accurately.

Standards of editorial excellence and quality-controlled circulation that have made GAS the leading magazine in its industry are linked with strong marketing tools. They will help you put more power into your selling effort and direct your advertising effectively to the men who buy or influence buying in every area of the gas industry. A representative will be glad to give you more details.

**Gas companies combining distribution and transmission and, often, gas production.*

GAS serves the entire gas industry, from wellhead to burner tip. It is edited for administrative, operating, engineering, sales and service personnel in distribution, transmission, and integrated* gas companies. GAS gives you more circulation to men who buy and influence buying in these companies than any other publication serving the gas industry.

Chilton
COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pa.

CHILTON PUBLICATION

Buchen Adds Imperial Brass; Names Sharkey, Wink

Imperial Brass Mfg. Co., Chicago, maker of tubes, valves and other products, has named Buchen Co., Chicago, as its agency.

Buchen has also added two copywriters: John C. Sharkey, formerly a copywriter at the Automatic Electric Co., Northlake, Ill., and Donald F. Wink, who was a copywriter at J. I. Case Co., Racine, Wis.

Hughes Heads H-R Office

Terry Hughes, formerly in the Chicago office of H-R Television and H-R Representatives, has been named manager of the station representatives' new office in Minneapolis. H-R also has been named to represent WDOK, Cleveland, formerly handled by Broadcast Time Sales.

AB-PT in Australian TV

News Limited of Australia, in which American Broadcasting-Paramount Theaters, New York, holds a minority interest, has acquired a 16% interest in tv station QTQ-9, Brisbane, Australia.

IT'S
BACON'S
for
COMPLETE
COVERAGE
of
MAGAZINES!

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

Offbeat Flavors Help Growth of Baskin-Robbins

LOS ANGELES, July 5—When the Democratic convention opens here on July 11, Baskin-Robbins, a local company, thinks it has a "Candi-Date" all delegates can vote for.

Candi-Date is an ice cream which will be available at a booth in the convention hall, and at the 50 Baskin-Robbins 31 Flavors ice cream stores in the Los Angeles area.

Candi-Date is representative of the 31 Flavors approach in choosing names for its flavors. Some typical current flavors: Beatnut (espresso coffee with almonds); Baseball Nut (with razzberries for the umpire and nuts for the bleacher crowd); Cha Cha Cha and Calypso Ice, and Romance (two flavors that go together).

Altogether, Baskin-Robbins has introduced 136 flavors, but at any one time, all stores will have the same 31 flavors. Emphasis is placed on original flavor ideas that are sold only in Baskin-Robbins stores. Each flavor is given a cartoon personality suggestive of the theme.

■ The growth of this 15-year-old company is reflected in its advertising. The company was started by Irvine Robbins and Burton Baskin, with two stores, and the idea they would create and offer more different ice cream flavors than any brand in America; 31 was chosen as the "magic number."

The idea caught on, and as more stores were opened, the partners went to Carson/Roberts in 1949 with $500 and a desire to list their stores in newspaper advertising. The agency advised putting all money into point of sale advertising.

The agency advocated a visual identification program. They said, "Why not adopt a store name that sells the product and its points of difference directly? Why not sell '31 Flavors' and sell the public on 'count the flavors where the flavor counts'." This idea was adopted with Baskin-Robbins remaining in the name, but subordinate to the big 31.

■ This done, a family image based on a pattern of chocolate and cherry dots was developed. It was carried out on everything from stationery to trucks, store fronts and interiors, bags, cartons, hats and badges for clerks, flavor name cards and display material.

By 1954, there were 18 stores, and enough money available for a modest advertising campaign. Since store locations were in suburban communities surrounding Los Angeles, radio was used on one station for 13 weeks during warm weather. The same pattern was followed in 1955 and 1956.

Growth to 34 stores in 1957 brought a budget which then allowed use of newspapers, the basic medium since. The 1960 campaign, which started last month, kicked off with two-color, five-column ads. For the rest of the year, 18" and 36" ads will run in the *Los Angeles Times* and the *Examiner*, several times a week during the summer, and once a month during the winter. A total of 110 such insertions are scheduled.

There is also a substantial amount of local advertising by individual stores. Each store is owned by its operators, and in addition to the over-all advertising and supervision exercised to insure uniformity of operation, Carson/Roberts provides a complete advertising service for local use. #

Give me a gallon of Miltown Ice Cream!
Sorry, Mister, no Miltown... but our Hazelnut Toffee Ice Cream is mighty relaxin'...
BASKIN-ROBBINS · 31 FLAVORS
ICE CREAM STORES

COOL, TRANQUIL—*Baskin-Robbins, Los Angeles, is using small-space newspaper ads like this one to push its ice cream and the 31 Flavors identification using a humorous topical approach. Carson/Roberts is the 31 Flavors agency.*

McGraw-Hill Boosts Taylor

McGraw-Hill Publishing Co. has named John P. Taylor, former midwestern ad manager of *Business Week*, regional vp and district manager of its Allegheny district, effective Aug. 1. The company will announce a successor to Mr. Taylor, who will be based in Pittsburgh, at a later date.

It's true that people make markets, BUT they do not become customers until they are **REACHED and SOLD**

in **AKRON**
only the **BEACON JOURNAL**
can do the job!

Here are the facts about the Akron Beacon Journal Area of Influence.

a 1 billion 400 million* DOLLAR MARKET

POPULATION . . . 745,660
FAMILIES 220,734

TOTAL BEACON JOURNAL CIRCULATION:

DAILY	SUNDAY
165,373	175,773

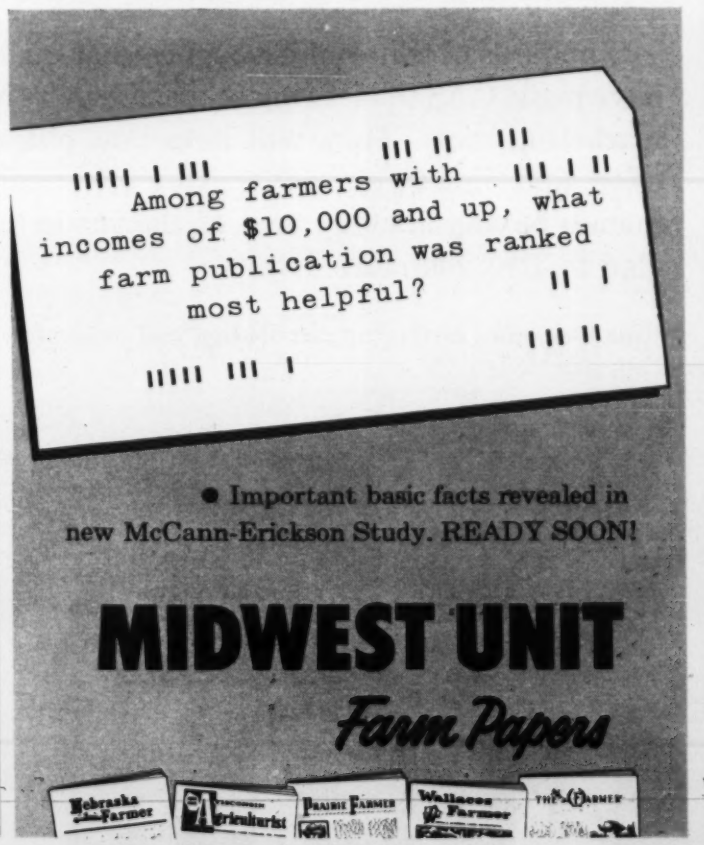
Plan your sales promotions in Akron's ONLY daily and Sunday newspaper and be sure your messages go home. It costs but 40c per line with spot or full ROP color available in all issues.

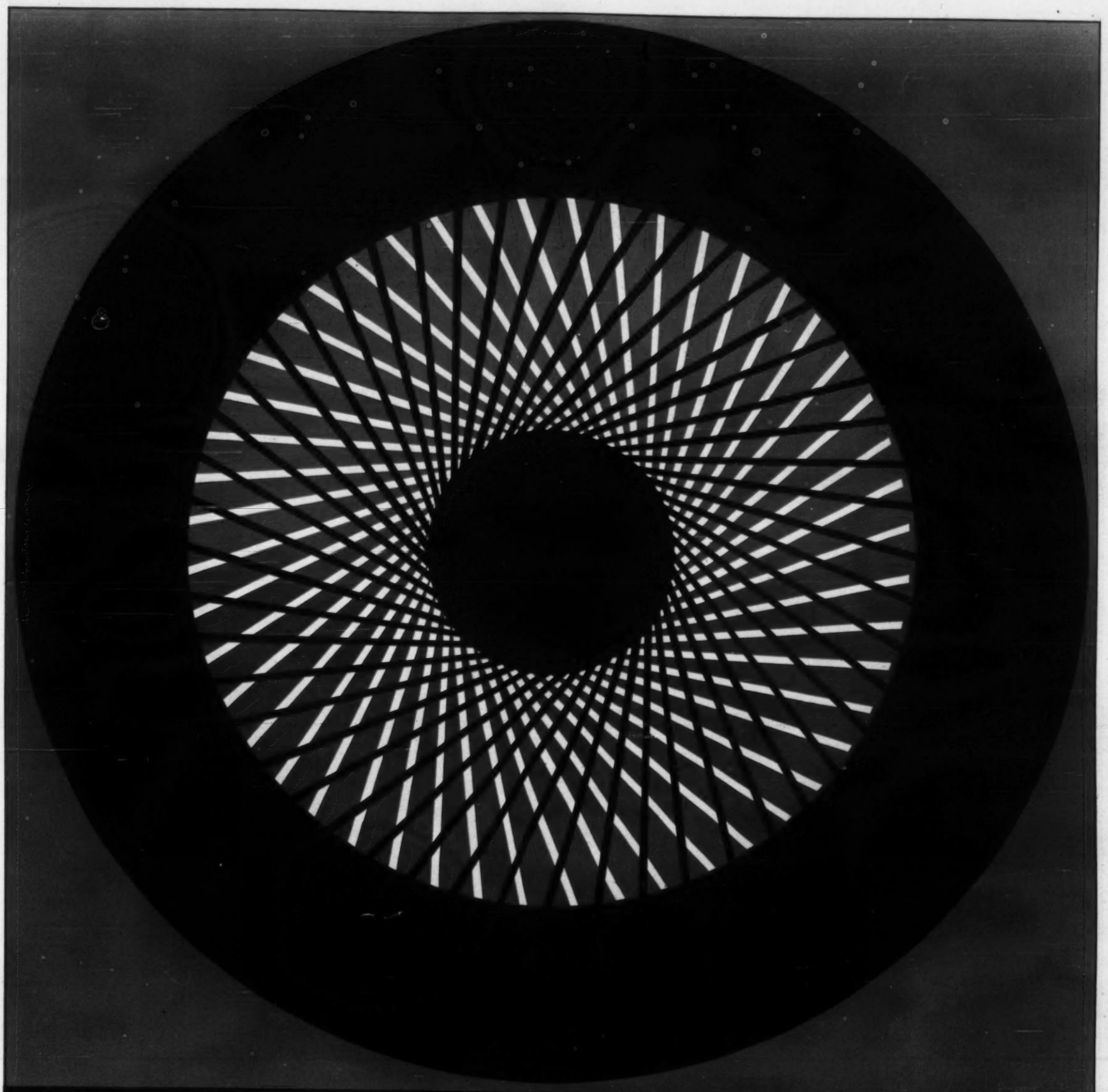
*Source 1959 Sales Management Survey of Buying Power.

TOP TEN BRANDS

1 Color and Black
2 Colors and Black
and Full Color
available in all Daily and Sunday issues

AKRON BEACON JOURNAL
"Ohio's Most Complete Newspaper"
JOHN S. KNIGHT, Publisher Represented by Story, Brooks & Finley


Among farmers with incomes of $10,000 and up, what farm publication was ranked most helpful?
● Important basic facts revealed in new McCann-Erickson Study. READY SOON!
MIDWEST UNIT
Farm Papers
Nebraska Farmer
Wisconsin Agriculturist
Prairie Farmer
Wallaces Farmer
The Farmer



CONCENTRATION AND COVERAGE: IN THE TOP IMPORTED CAR MARKETS

Circulation concentration in top imported new car sales counties

TIME, The Weekly Newsmagazine 58.0 %
Holiday 54.2 %
Life 53.2 %
Sports Illustrated 51.4 %
U. S. News & World Report 50.2 %
Newsweek 48.8 %
Reader's Digest 48.4 %
Look 43.7 %
Better Homes & Gardens 42.9 %
Saturday Evening Post 42.3 %

TIME wheels your advertising right into America's richest markets. For instance, in the 100 U.S. counties that account for 56.7% of all imported new car sales, TIME concentrates a driving 58% of its 2,450,000 circulation—a greater percentage than that of any other magazine of half million or more circulation. [illegible] TIME gives you concentration and coverage—where it counts.

THAT'S TIME

In
CLEVELAND
nothing
sells
like

BEAUTIFUL MUSIC RADIO
WJW

the **STORER** *station backed by 33 years of responsible broadcasting*

CALL KATZ or National Sales Offices: 625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1

Coming Conventions

*Indicates first listing in this column.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

July 24-Aug. 5. Advertising Federation of America, second annual management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Aug. 12-13. Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

Aug. 26-27. Oklahoma Broadcasters Assn., Western Hills Lodge, Wagoner.

Sept. 2-4. West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 8-9. National Business Publications, New York regional conference, Hotel Roosevelt.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

Sept. 15-16. Region 5, Public Utilities Advertising Assn., Tampa Terrace Hotel, Tampa, Fla.

Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Sept. 22-24. Advertising Federation of America, 10th District, Little Rock, Ark.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

*Oct. 3-4. New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 10-11. National Business Publications, Chicago regional conference, Ambassador East Hotel.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

*Oct. 13-14. American Assn. of Advertising Agencies, central region annual meeting, Ambassador West Hotel, Chicago.

Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 14-16. Midwest Intercity Conference of Women's Advertising Clubs, Sheraton Towers, Chicago.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

*Oct. 16-19. American Assn. of Advertising Agencies, western region annual convention, Hotel del Coronado, Coronado, Cal.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn. annual convention, Advertising Club of New York.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, Jack Tarr Hotel, San Francisco.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

*Nov. 2-3. American Assn. of Advertising Agencies, eastern region annual conference, Biltmore Hotel, New York.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

*Nov 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

Oct. 6-9 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Pairan Agency Advertises

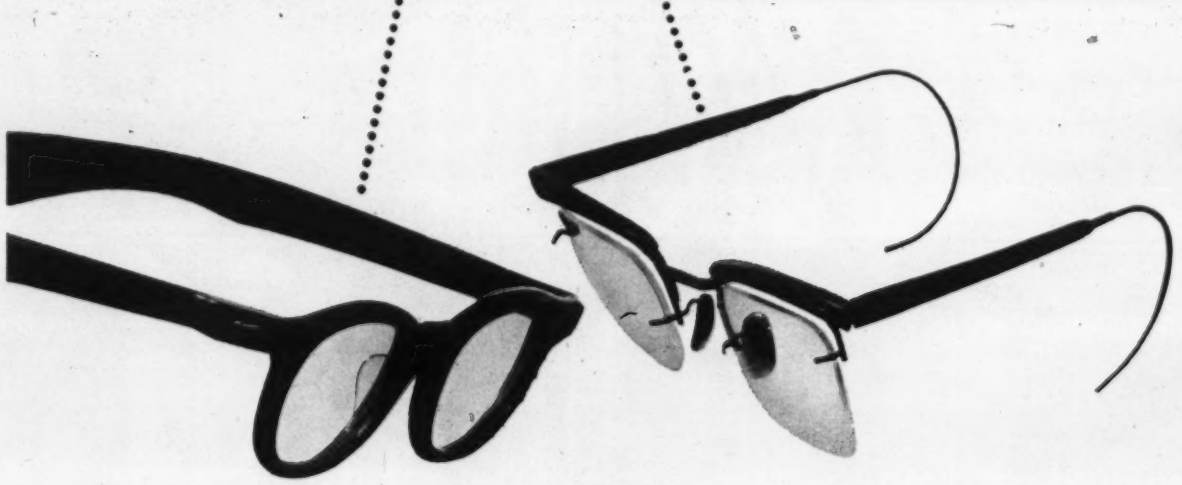
Paul Pairan Advertising Agency, Denver, has purchased spots to advertise its services on "The Play of the Week" film series on KOA-TV, Denver. The agency promoted itself via outdoor last year.

Gillon Joins Hume, Smith

Francis G. Gillon has been named radio-tv director of Hume, Smith, Mickelberry, Miami. He formerly held a similar post at Ambro Advertising Agency, Cedar Rapids, Ia.

"This new National Yellow Pages Service will sell our best prospects ...make our national advertising work harder locally."

TELL ME MORE!



Acct. Exec.: More? Well, it's an all-new service! Cuts the red tape out of buying Yellow Pages advertising.

Adv. Mgr.: How?

Acct. Exec.: Now we can buy *any* combination of over 4,000 Yellow Pages directories all over the country to match our markets — with just *one* contract.

Adv. Mgr.: But we have individual problems in our various markets!

Acct. Exec.: That's another Yellow Pages plus. We can vary our space sizes, and vary our message to meet the competitive needs of our various markets.

Adv. Mgr.: What was that about reaching our best prospects?

Acct. Exec.: The Yellow Pages does just that. People turn to it when they're ready to buy. That's what the Yellow Pages rep called them — our "Ready-to-Buys!"

Adv. Mgr.: And we can really sell them in the Yellow Pages?

Acct. Exec.: Right! New *NYPS* lets us put *selling* ads in local Yellow Pages directories ... ads that tie in and work hard with our national campaign.

Adv. Mgr.: Sounds good. Why not draw up a proposal on *NYPS* for us?

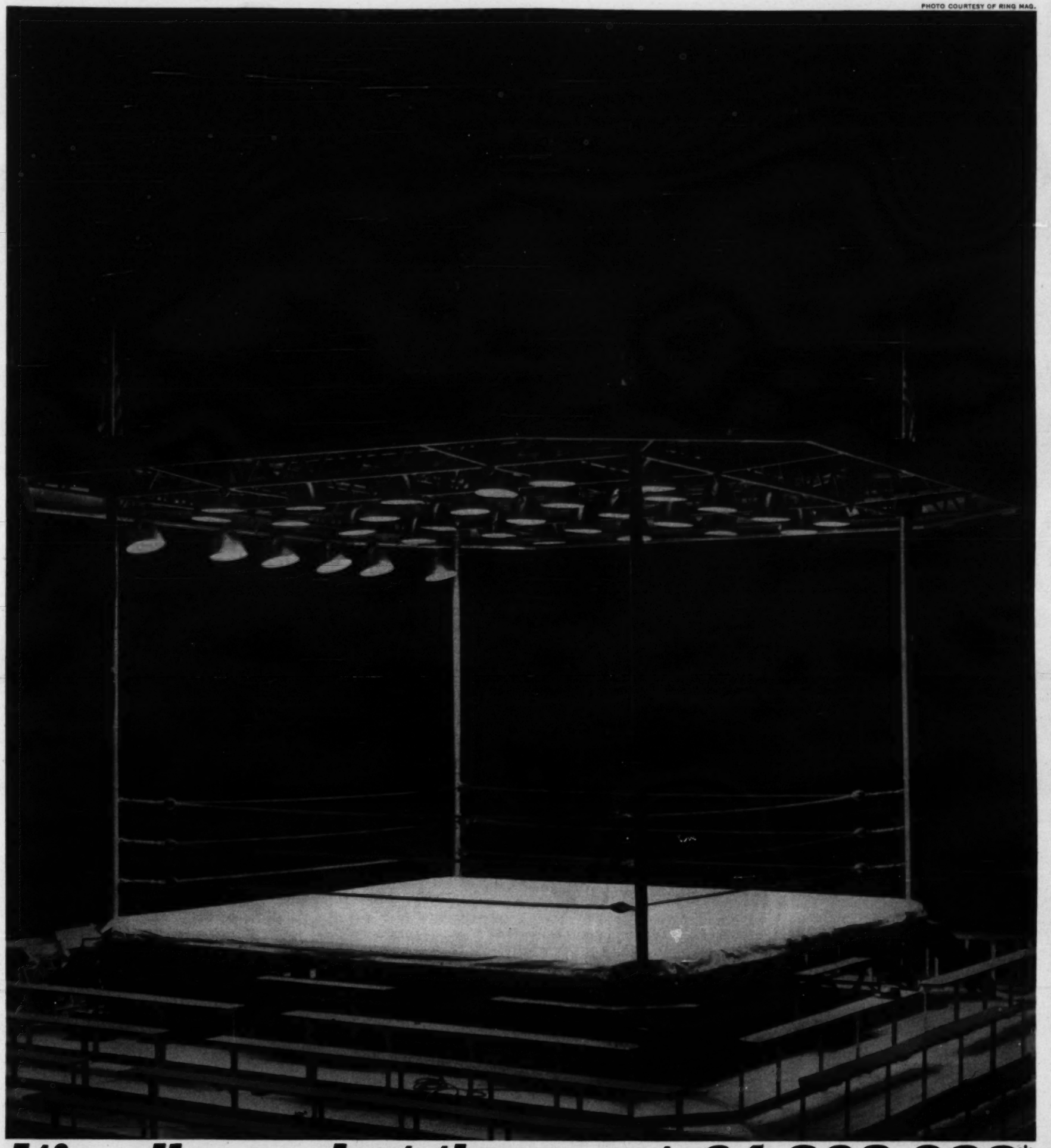
Acct. Exec.: I just "happen" to have it right here with me!

NEW NATIONAL YELLOW PAGES SERVICE

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL

SATURDAY EVENING POST NOW-TV SEE CENTER SPREAD

PHOTO COURTESY OF RING MAG.



It's all over but the count: 61,030,000*

99.9% live clearance. 98.3% coverage of the U.S. That's the count on the Patterson-Johansson fracas—carried exclusively on ABC Radio. *It has to figure as the biggest figure ever in radio showmanship* . . . a record-smashing demonstration of network radio impact. As such, obviously a hit with sponsors Fiat and Bristol-Myers. And a sample of the big-audience programs ahead on ABC Radio.

ABC RADIO NETWORK

*SOURCE: BASED ON SPECIAL 100 CITY U.S. TRENDEX, JUNE 21, 1960, PROJECTED AGAINST U.S. NIELSEN COUNTY BREAKDOWN OF 1959 PATTERSON-JOHANSSON FIGHT, INCLUDING THE CANADIAN AUDIENCE.

Better Homes & Gardens proudly announces

A PROGRAM PROVIDING

the "missing sales link" in the building products field!

An opportunity to promote sales in more than 1,000 aggressive retail outlets

Missing until now in the building material field has been the final sales link . . . the efficient, effective selling of the consumer at the retail level. Prospective customers have often sought for information and ideas . . . and found the sales clerks "too busy" or with inadequate knowledge. National advertising of a product has often stimulated consumer interest . . . only to have that interest squelched by poor follow-through at the point of *no* sale.

BETTER HOMES & GARDENS NEW IDEA CENTER PROGRAM *is designed to help the aggressive building material dealer attract and sell customers by providing a complete, continuing program of effective selling tools.* It stimulates sales by providing shoppers with constructive and practical ideas in all areas of building, especially home remodeling and improvement. It enables *BH&G advertisers* to take advantage of the many tie-in opportunities offered by this program of idea stimulation at the point of purchase.

CORE OF THE PROGRAM is the permanent display unit shown at right. It is continually stocked with a wide range of idea materials from Better Homes & Gardens (over 3,500 pages) and from building material manufacturers. Dealers pay $149.50 for the display unit and full stock of idea materials.

Four times each year, Better Homes & Gardens will carry a full listing of Idea Center dealers. Editorial material in the magazine will monthly call the attention of BH&G's almost sixteen million readers (per average issue) to the service performed by the Idea Centers.

The program also includes comprehensive promotion packages supplied to participating dealers by BH&G on a *regular, continuing* basis.

YOU AS A BH&G ADVERTISER CAN TAKE ADVANTAGE OF THIS PROGRAM BY:

1. Tieing your BH&G advertisements to the Idea Centers with a cross-reference to the dealer listings: "Be sure to see our booklet at the Idea Center of your nearby building material dealer. He's listed on page 88."
2. Making product literature available in the Idea Centers. The display unit is specially designed to hold literature in orderly compartments. If you wish, BH&G will handle distribution to the Idea Centers.
3. Including your special offer coupons in the new "BH&G Portfolio of Ideas for Your Home". This large full-color book is an integral part of each Idea Center.
4. Including your own promotion pieces in the quarterly dealer promotion kits prepared by BH&G.
5. Developing your own book for consumer reference at the Idea Centers. Offer ideas for new and increased uses of your products in home building, remodeling and improvements.
6. Utilizing the continuing promotion opportunities available through more than 1,000 aggressive Idea Center dealers.

FOR FULL DETAILS ASK YOUR BH&G ADVERTISING REPRESENTATIVE or: Advertising Sales Manager, Better Homes & Gardens, Des Moines 3, Iowa

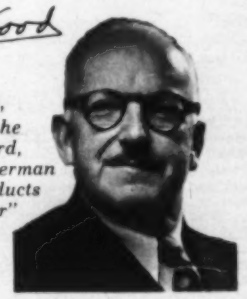
MEREDITH OF DES MOINES . . . *America's biggest publisher of ideas for today's living and tomorrow's plans*

the new IDEA CENTER program

Handsome Idea Center display stops shoppers, stimulates customers' sales. 7½' tall, 4' wide by 2½' deep, it compactly contains more than 3,500 pages of home remodeling and improvement ideas.

"The Idea Center program is one of the greatest steps forward I've seen in my 30 years in this business. It's a much needed, realistic plan. The building material industry will benefit at all levels!"

Art Hood



ART HOOD,
Chairman of the Editorial Board, "American Lumberman & Building Products Merchandiser"

A new selling link with over 1,000 building material dealers

Gives consumers sales-stimulating ideas for home remodeling and improvements

Furnishes a complete, continuing program to expand your product market

Backed by the prestige and promotion power of the family IDEA magazine

Swink Agency Wins Top Creative Honors in NAAN Competition

OSTERVILLE, MASS., July 5—Howard Swink Advertising, Marion, O., was awarded the creative trophy as top agency in awards competition among members of the National Advertising Agency Network. The awards were announced at NAAN's annual meeting (AA, July 4).

Swink won top honors in competition in 18 classifications with one premier award, four excellence awards and one honor citation.

Hazard Advertising Co., New York, was runner-up with four premier awards and one excellence award.

The 32 agencies in NAAN submitted 304 entries: 21 agencies won a total of 53 awards.

The list of awards, showing advertiser and agency:

Business Publications (budgets over $50,000)—Malleable Castings Council, Cleveland; Carr Liggett Advertising, Cleveland (premier). Vanadium Corp. of America, New York; Hazard Advertising Co., New York (excellence). Towmotor Corp., Cleveland; Howard Swink Advertising, Marion, O. (honor).

Business Publications (budgets under $50,000)—Robbins Floor Products, Tuscumbia, Ala.; Robert Luckie & Co., Birmingham (premier). Wirebound Box Manufacturers Assn., Chicago; Robertson, Buckley & Gotsch, Chicago (excellence). Ferry Cap & Set Screw Co., Cleveland; Carr Liggett (honor).

General Consumer Publications—Weyerhaeuser Co., Tacoma; Cole & Weber, Portland (premier). Marsh Wall Products, Dover, O.; Swink (excellence). Lullabye Furniture Corp., Stevens Point, Wis.; Hoffman, York, Paulson & Gerlach, Milwaukee (honor). Joseph Bancroft & Sons, Wilmington; John Gilbert Craig Advertising, Wilmington (merit).

Newspapers—Lightning Moving & Warehouse, Phoenix; McCutcheon & Patton Advertising, Phoenix (premier). Mountain Trust Bank, Roanoke; Houck & Co., Roanoke (excellence). Jersey Farms Milk Service, Nashville; Doyne Advertising Agency, Nashville (honor). Moore Furniture Co., Miami; Hume, Smith, Mickelberry Advertising, Miami (merit).

Farm Publications—Ciba Pharmaceutical Products, Summit, N. J.; Hazard (premier). Heisdorf & Nelson Farms, Kirkland, Wash.; Cole & Weber (excellence).

Radio (program announcements or spots)—Mohawk Rubber Co., Akron; Carr Liggett (premier). Royal Cup, Buckingham; Luckie (excellence). First National Bank of Portland; Cole & Weber (honor).

Television (program announcements or spots)—Texaco Canada Ltd., Montreal; Ronalds Advertising Agency, Montreal (premier). Lion Oil Co., El Dorado, Ark.; French Advertising, St. Louis (excellence). Jersey Farms; Doyne (honor).

Outdoor and Transit—Blue Bell Potato Chip Co., Portland, Ore., Cole & Weber (premier). Louisville & Nashville Railroad, Louisville; Mullican Co., Louisville (excellence). Hialeah Race Course, Hialeah, Fla; Hume, Smith (honor). Festival Casals, San Juan; Publicidad Badillo, San Juan (merit).

Point of Purchase Display—Brown-Forman Distillers, Louisville; Mullican (premier). Marsh Wall Products; Swink (excellence). American Bankers, Miami; Hume, Smith (honor). Pioneer Rubber Co., Willard, O.; Carr Liggett (merit).

Direct Mail—Torrington Co., Torrington, Conn; Hazard (premier). Vulcan Materials Co., Birmingham; Luckie (excellence). Hathaway Instruments, Denver; Galen E. Broyles Co., Denver (honor). Bancroft & Sons; Craig Advertising (merit).

External House Organs—Vanadium Corp.; Hazard (premier). Hinde & Dauch division of West Virginia Pulp & Paper, Sandusky, O.; Swink (excellence).

Booklets, Catalogs, Brochures, Pamphlets, etc.—Central Mutual Insurance Co.; Swink (premier). Swan Rubber Co., Bucyrus O.; Swink (excellence). Gaylord Container division of Crown Zellerbach Corp., St. Louis; French (honor).

Publicity—French Lick-Sheraton Hotel, French Lick, Ind.; Mullican (premier). Hamilton Cosco, Columbus, Ind. Indianapolis (excellence).

Public Relations—Allegheny County Bar Assn., Pittsburgh; Sykes Advertising, Pittsburgh (premier). Parkview Memorial Hospital, Fort Wayne; Louis E. Wade Inc., Fort Wayne (excellence).

Internal House Organs—American-Louisiana Pipeline Co., Detroit; Fred M. Randall Co., Detroit (premier). Jamesbury Corp., Worcester, Mass.; George T. Metcalf Co., Providence (excellence).

Annual Reports—Norfolk & Western Railway, Roanoke, Va.; Houck & Co. (premier). Harnischfeger Corp., Milwaukee; Hoffman, York (excellence). Iowa Electric Light & Power Co., Cedar Rapids; Ambro Advertising Agency, Cedar Rapids (honor).

Agency's Own Promotion—Hazard (premier). Luckie (excellence). McCutcheon & Patton (honor). #

TO THE VICTOR—*Howard Swink (right), Howard Swink Advertising, Marion, O., accepts creative trophy for scoring most points in creative competition among agencies in the National Advertising Agency Network. Scott Robertson, of Robertson, Buckley & Gotsch, Chicago, chairman of the awards committee, presents the trophy.*

ARA Names Garfield-Linn

Automatic Retailers of America has named Garfield-Linn & Co., Chicago, to handle advertising and marketing for its corporate and individual divisions. ARA's 1960 ad program calls for development of a strong corporate image, and for an intensive consumer-education campaign. Media will include national business publications, local newspapers and direct mail.

Clay Stephenson Adds Two

Kenneth G. Boehnert and Everett C. Wilkie have joined Clay Stephenson Associates, Houston, as creative director and comptroller respectively. Mr. Boehnert previously was vp and executive art director of Grant Advertising, Chicago. Mr. Wilkie formerly was with Schlumberger Well Surveying Corp., Houston.

FREE:

A FABULOUS HOME IN FLORIDA!

This can be the headline you may be able to use to attract attention in a consumer contest. We can make available to the right contest a fully-furnished glamour home in Florida as the grand prize.

Write for details to BOX 281, ADVERTISING AGE, 630 Third Avenue, New York 17, New York.

In Chicago

Keystone Adds 20 Affiliates

Keystone Broadcasting System, Chicago, has added the following new affiliates: KBRI, Brinkley, Ark.; KBHC, Nashville, Ark.; KHSJ, Hemet, Cal.; KGEK, Sterling, Colo.; WQXQ, Daytona Beach, Fla.; WSRA, Milton, Fla.; WKLE, Washington, Ga.; KYME, Boise, Ida.; WMIC, St. Helen, Mich.; KEYL, Long Prairie, Minn.; WXTN, Lexington, Miss.; KTNC, Falls City, Neb.; WBMT, Black Mountain, N. C.; WCNF, Weldon, N.C.; KEYD, Oakes, N.D.; WWCH, Clarion, Pa.; WCAY, Cayce/Columbia, S. C.; WLIJ, Shelbyville, Tenn.; KARI, Blaine, Wash., and WCLG, Morgantown, W. Va.

G. Leblanc Names Little

G. Leblanc Corp., Kenosha, Wis., manufacturer of musical instruments, has appointed John R. Little Advertising, Racine, Wis., to handle its advertising. Kenneth B. Butler & Associates, Mendota, Ill., is the previous agency of record.

CORVAIR WINNER—*This is a still from the Corvair color tv commercial which won top honors at the Venice Film Festival (AA, July 4). Alexander Film Co. produced the film on the snowy slopes at Aspen, Colo. Campbell Ewald Co., Detroit, is the Corvair agency.*

'McCall's,' 'Reporter,' 'GQ' Boost Rates, Circulations

Gentlemen's Quarterly, McCall's and *The Reporter* have announced new advertising rate and circulation figures. *Gentlemen's Quarterly*, effective with its December issue, will increase its circulation base from 50,000 to 60,000, and effective with the March, 1961, issue, will increase its b&w page rate from $1,050 to $1,250.

McCall's, effective with its January, 1961, issue, will increase its b&w page rate from $26,775 to $28,600 and its circulation guarantee from 6,300,000 to 6,500,000. Effective with its Jan. 5 issue, *The Reporter* will increase its b&w page rate from $875 to $1,000 and its circulation rate base from 120,000 to 135,000.

Geyer, Morey Boosts DePierro

Anthony C. DePierro, special assistant to the president of Geyer, Morey, Madden & Ballard since April, has been named vp in charge of media, a new post.

Cling Peach Board Print Ads to Tie in With Chicken, Gelatin

SAN FRANCISCO, July 5—A $1,000,000 fall promotion program by the Cling Peach Advisory Board will place renewed emphasis on cling peaches, along with chicken in various forms.

"Consistent magazine advertising will support the program September through December," explains Bill Hoard, advertising and promotion manager of the board, "along with r.o.p. newspaper ads in selected markets."

For the second year in a row, the cling peach industry promotion will start early, with ads breaking in September and with regional promotion managers presenting the full fall campaign to store headquarters in summer.

Cling peach and fruit cocktail supplies, Mr. Hoard said, are expected to be adequate again this year. As the harvest starts, growers and canners report another good quality pack in prospect.

Color spreads in *Ladies' Home Journal, McCall's* and *Better Homes & Gardens* will spark the chicken-peach promotion, and Reynolds Wrap salesmen will work with the board's regional promotion managers in setting up retail displays and ad features.

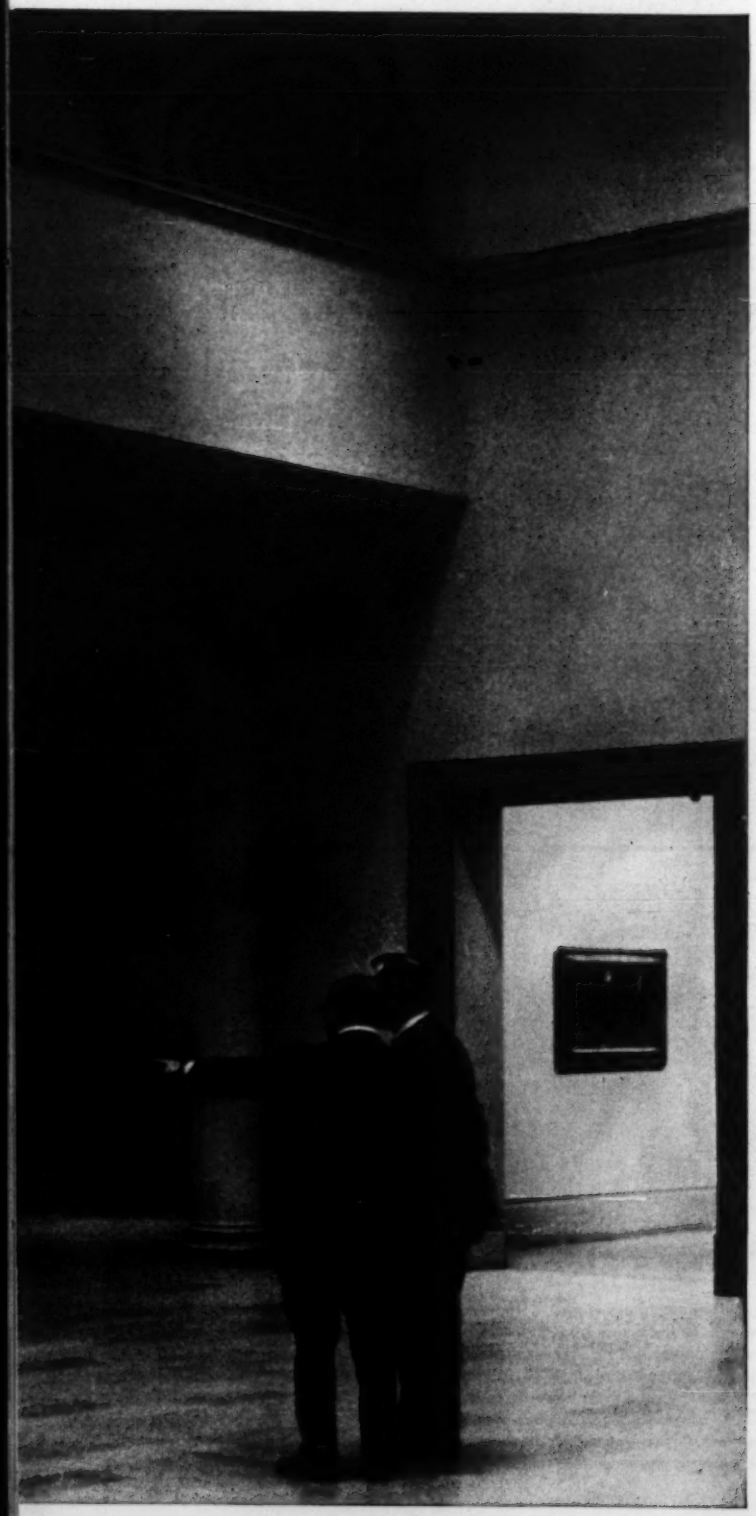
■ The opening drive will be followed, in November issues of *McCall's* and *Good Housekeeping*, with cling peach salads, supported by Royal gelatin. December advertising will be tied to a "peach quickie" idea in *Good Housekeeping, Ladies' Home Journal* and *Better Homes & Gardens*.

The board's opening tie up with the dairy industry will present fruit cocktail with eggnog, whipping cream and sour cream, in *Everywoman's Family Circle, Woman's Day* and *Parents' Magazine*. #

Fels Introduces New Cleaner

Fels & Co., Philadelphia, is using radio and tv spots, newspaper ads and merchandising ranging from full-price refunds to mail coupons to introduce Fels Naptha Cleaner, an all-purpose household detergent, in the eastern and midwestern areas. Aitkin-Kynett Co., Philadelphia, is the agency.

... the **Art Institute** boasts the world's largest collection of French Impressionist paintings. And over the years, it has painstakingly acquired a priceless collection of El Grecos—including his incomparable masterpiece shown here—"The Assumption of the Virgin."



In Chicago

WGN

RADIO

reaches more homes

than any other

Chicago advertising medium.

WGN IS CHICAGO

Quality • Integrity • Responsibility

DYCRIL PLATES • DU PONT'S NAME FOR PHOTOPOLYMER PLATES •

ROUND-THE-CLOCK DYCRIL SERVICE

Here's another example of the completeness of Progressive's day-and-night service . . . giving agencies and advertisers one-point control for their entire production, from composition to final plates and mats. Our offices from New York to Richmond probably can help you. Call us or write.

PROGRESSIVE Composition Co.
9th and Sansom Sts., Phila. 7 WAlnut 2-2711

The **PROGRESS • HANSON • PROGRESSIVE** Group
One of America's Most Complete Graphic Arts Organizations
Philadelphia • New York • Newark • Lancaster Wilmington • Baltimore • Washington • Richmond

Some say that television cannot be expected to produce great programs because it is a medium of mass communications. *We hold a different view*. As we see it, the surest way to attract both audiences (and advertisers as well) is to produce the best possible quality of entertainment and information. This, apparently, is also the way television's most distinguished juries see it. Recently, for example, the Academy of Television Arts and Sciences awarded 13 Emmys to the

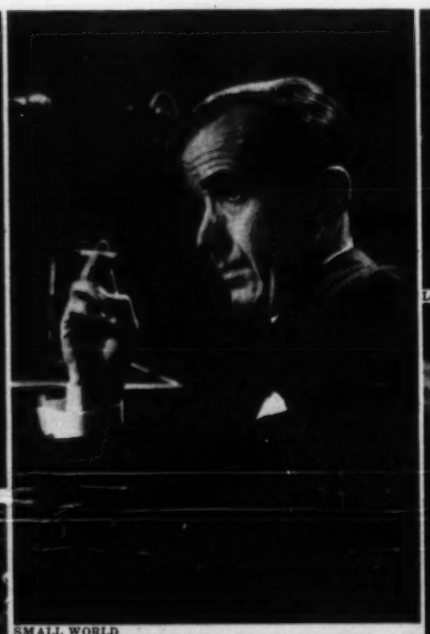
A Different View

THE ED SULLIVAN SHOW

CAPTAIN KANGAROO

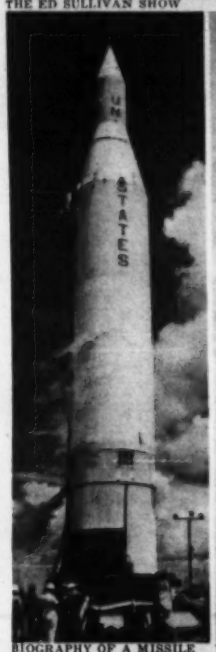
FATHER KNOWS BEST

DON QUIXOTE


SMALL WORLD

LOOK UP AND LIVE

PERRY MASON

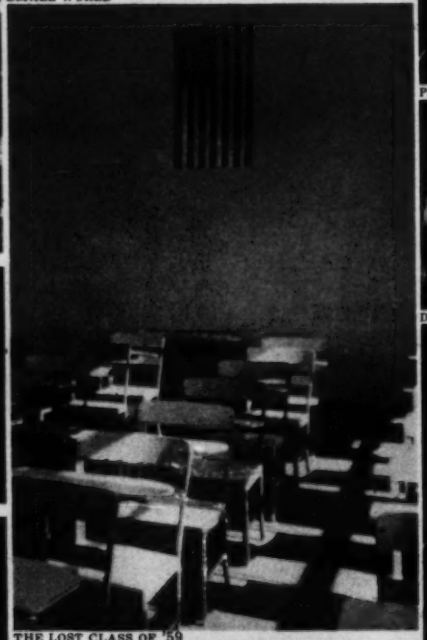


BIOGRAPHY OF A MISSILE

1960 WINTER OLYMPICS

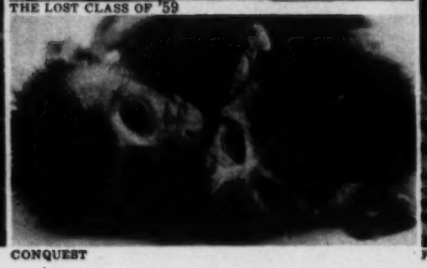
THE POPULATION EXPLOSION

HOFFA AND THE TEAMSTERS


THE LOST CLASS OF '59

DESILU PLAYHOUSE

THE FABULOUS FIFTIES


CONQUEST

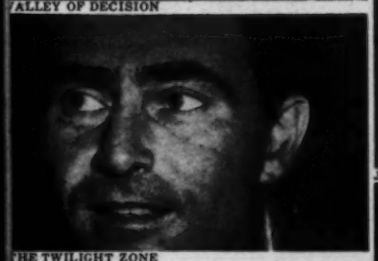
FOR WHOM THE BELL TOLLS

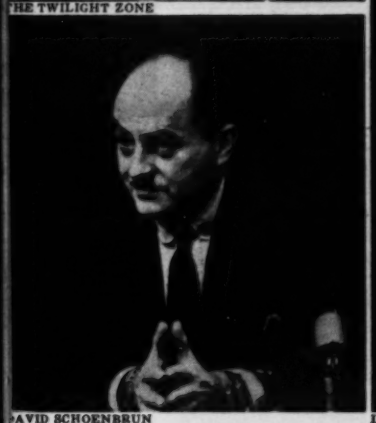
*EMMY AWARDS: THE TWENTIETH CENTURY . . . THE TWILIGHT ZONE . . . THE JACK BENNY PROGRAM . . . LEONARD BERNSTEIN AND THE NEW YORK PHILHARMONIC . . . TONIGHT WITH BELAFONTE . . . WESTINGHOUSE-DESILU PLAYHOUSE —THE UNTOUCHABLES (2 AWARDS) . . . 1960 WINTER OLYMPICS . . . HOWARD K. SMITH, AV WESTIN—CBS REPORTS . . . THE FABULOUS FIFTIES . . . JACK BENNY HOUR SPECIALS . . . PLAYHOUSE 90 . . . FATHER KNOWS BEST . . . SYLVANIA TELEVISION AWARDS: SMALL WORLD . . . THE LOST CLASS OF '59 . . . LOOK UP AND LIVE . . . BIOGRAPHY OF A MISSILE . . . THE POPULATION EXPLOSION . . . CBS TELEVISION NETWORK—SPOT NEWS COVERAGE, EISENHOWER AND KHRUSHCHEV TOURS . . . NEHEMIAH PERSOFF—FOR WHOM THE BELL TOLLS . . . COLLEEN DEWHURST—I, DON QUIXOTE . . . PROJECT IMMORTALITY—PLAYHOUSE 90 . . . TONIGHT WITH BELAFONTE . . . YOU CAN'T RAISE CHILDREN BY THE BOOK—WOMAN! . . . GEORGE FOSTER PEABODY AWARDS: THE POPULATION EXPLOSION . . . SMALL WORLD . . . THE LOST CLASS OF '59 . . . ED SULLIVAN—INVITATION TO MOSCOW . . . THOMAS ALVA EDISON FOUNDATION AWARDS: CONQUEST . . . NEW YORK PHILHARMONIC YOUNG PEOPLE'S CONCERTS . . . OVERSEAS PRESS CLUB AWARDS: CBS NEWS—EYEWITNESS TO HISTORY . . . MARTIN BARNETT—THE POPULATION EXPLOSION . . . DAVID SCHOENBRUN . . . ERIC SEVAREID . . . MARIO BIASETTI—COVERAGE OF NICARAGUAN INVASION . . . INSTITUTE FOR EDUCATION BY RADIO AND TELEVISION AWARDS: THE LOST CLASS OF '59 . . . HOFFA AND THE TEAMSTERS . . . CBS REPORTS . . . LEONARD BERNSTEIN AND THE NEW YORK PHILHARMONIC . . . NEW YORK PHILHARMONIC YOUNG PEOPLE'S CONCERTS . . . GENERAL FEDERATION OF WOMEN'S CLUBS AWARDS: CAPTAIN KANGAROO . . . THE TWENTIETH CENTURY . . . CBS REPORTS

CBS Television Network, as compared to 5 for the second network and 2 for the third. This makes a total of 67 awards* that our programs have received since the year began–more than the other two networks combined. Looking at it from this point of view, we feel it is no accident that this network, which consistently wins the largest number of awards for program excellence, should also consistently attract the largest audiences in all television. **CBS**

WOMAN!

VALLEY OF DECISION


THE TWILIGHT ZONE

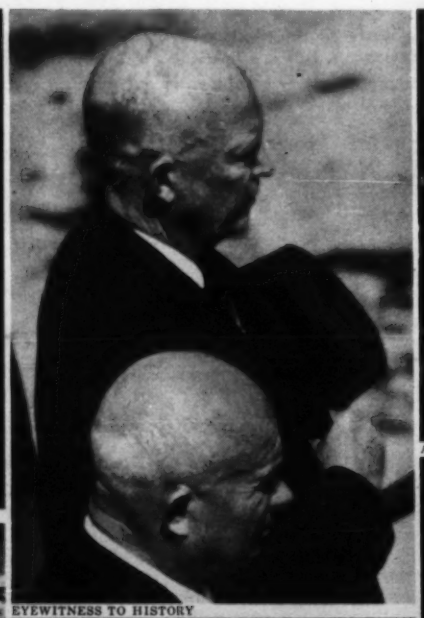

DAVID SCHOENBRUN

JACK BENNY

HAVE GUN–WILL TRAVEL

NICARAGUA

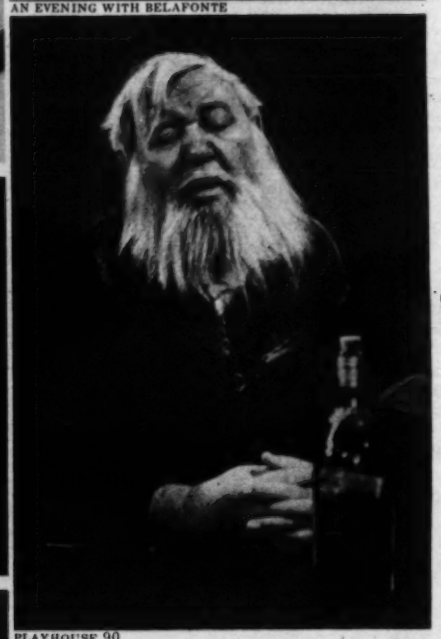
LEONARD BERNSTEIN AND THE NEW YORK PHILHARMONIC


EYEWITNESS TO HISTORY

ERIC SEVAREID

35 RUE DE MARCHE

AN EVENING WITH BELAFONTE


PLAYHOUSE 90

THE TWENTIETH CENTURY

...FATHER KNOWS BEST...PLAYHOUSE 90...VALLEY OF DECISION...**NATIONAL CONFERENCE OF CHRISTIANS AND JEWS BROTHERHOOD AWARDS:** THE LOST CLASS OF '59...ARMSTRONG CIRCLE THEATRE—35 RUE DE MARCHE... **FREEDOMS FOUNDATION AWARDS:** THE TWENTIETH CENTURY—THE RED SELL...PLAYHOUSE 90—THE BLUE MEN...LEONARD BERNSTEIN IN MOSCOW... **GEORGE POLK MEMORIAL AWARD:** AV WESTIN, PRODUCER; HOWARD K. SMITH, NARRATOR-WRITER—THE POPULATION EXPLOSION... **UNITED STATES ARMY, DEPARTMENT OF DEFENSE CITATION:** EDWARD R. MURROW, FRED W. FRIENDLY, PALMER WILLIAMS—BIOGRAPHY OF A MISSILE... **ROBERT J. FLAHERTY AWARD:** CBS NEWS—HOFFA AND THE TEAMSTERS... **ALFRED I. DU PONT AWARD:** DAVID SCHOENBRUN... **NATIONAL HEADLINERS CLUB AWARD:** MARIO BIASETTI—NICARAGUAN INVASION... **SATURDAY REVIEW EIGHTH ANNUAL ADVERTISING AWARDS:** SMALL WORLD...NEW YORK PHILHARMONIC YOUNG PEOPLE'S CONCERTS WITH LEONARD BERNSTEIN... THE TWENTIETH CENTURY... THE POPULATION EXPLOSION... **ALBERT LASKER MEDICAL JOURNALISM AWARD:** THE POPULATION EXPLOSION... **NATIONAL ASSOCIATION FOR BETTER RADIO AND TELEVISION AWARD:** SMALL WORLD... **SCREEN PRODUCERS' GUILD AWARD:** THE TWILIGHT ZONE... **ADVERTISING CLUB OF BALTIMORE AWARD:** RICHARD BOONE—HAVE GUN—WILL TRAVEL... **MARCH OF DIMES AWARD:** JACK BENNY—"HUMANITARIAN OF THE YEAR"... **NATIONAL ASSOCIATION OF WOMEN LAWYERS AWARDS:** RAYMOND BURR AND GAIL PATRICK JACKSON—PERRY MASON... **SIGMA ALPHA IOTA AWARD:** NEW YORK PHILHARMONIC YOUNG PEOPLE'S CONCERTS WITH LEONARD BERNSTEIN

Along the Media Path

The Bon Marche, Seattle department store, ran a "triple truck" gatefold in the June 26, issue of the **Seattle Sunday Times,** to announce its new "Drive-in-Department Store" shopping facilities.

• **Aviation Week** presented its "Best of Category—1959" award to Fairchild Controls Corp. for its components ad which ran in the Aug. 31, 1959, issue of *Aviation Week*. The ad, scored by McGraw-Hill Reader Feedback testing, had more than twice the average readership of all ads studied during 1959.

• **Boys' Life** has published a booklet containing a photo story on its new rotary press which has been officially dedicated as the "Good Turn." The booklet shows the operation of the press, which will handle the magazine's 2,000,000 circulation.

• **The Washington Post** devoted its entire K section on June 26, to a many-minded analysis of Europe. Areas covered in the "Europa Speaks" section were France, Germany, Italy, Belgium, Luxembourg and the Netherlands.

• **KPOP**, Los Angeles, is using an intensive consumer and trade promotion to introduce its new call letters, **KGBS,** and a new programming format. Newspapers, tv spots and outdoor are scheduled.

• The July, August, September and October issues of **Electrical Design News** will carry a detachable record, made of unbreakable plastic which can be played on any 33-1/3 rpm phonograph. The records, made by the Lansdale division of Philco Corp., will feature lectures covering aspects of high frequency transistors. They will be fastened to an inside page of the magazine in juxtaposition to printed engineering graphs, circuits and application information to be explained and further expounded as the records are played. This is said to be the first time records have been used as an editorial feature.

• **WGBS,** Miami, has introduced a new program, "Radio Moscow" as part of its Total Information Service. The program, presented twice each Saturday, airs actual propaganda broadcasts beamed from Moscow to the Americas. The program then gives data contradicting the propaganda.

• "Seagram Vacation-Time Food & Drink Guide," a 36-page directory of favored regional foods and drinks, with directions for preparing the 147 recipes, has been published by **Seagram-Distillers Co.** Additional information may be obtained from Phil Weiner, Seagram-Distillers Co., Public Relations Dept., 375 Park Avenue, New York 22.

• Voices of eight former U.S. Presidents are being used in on-air promotions to promote CBS News' coverage of the upcoming political conventions for the **CBS Radio Network.** Voices used in the recorded 30-second to 1-minute spots are William McKinley, William Howard Taft, Theodore Roosevelt, Woodrow Wilson, Warren G. Harding, Calvin Coolidge, Franklin D. Roosevelt and Harry Truman.

• Beginning with its Sept. 17, issue, the **Saturday Review** will run a special monthly supplement, sponsored by the Fund for the Advancement of Education, in an attempt to focus public attention on the basic educational problems. The special section will seek to provide accurate, authoritative and up-to-date information and analysis from kindergarten through university. It will also evaluate criticisms of the schools and seek to clarify discussion of new developments.

• A vacation guide designed to help midsummer vacationers with their resort and travel plans was published by the **Chicago Tribune** in its July 10 issue. The special midsummer supplement is a round-up of vacation ideas for persons whose summer plans have not yet been completed.

• "Drive-in Operators Handbook," a 324-page guide for drive-in restaurant management, is available from **Davidson Publishing Co.,** 1 E. First St., Duluth 1. Priced at $7.50 per copy, the handbook is broken down into 18 sections, each of which covers a separate phase of the drive-in operation. The manual also contains a drive-in cookbook and a complete buyer's guide which lists names and addresses of manufacturers and suppliers of drive-in products and equipment. The guide is indexed by both product and supplier.

• **Department of New Laurels:**

Reader's Digest's circulation of 12,309,268, for the first three months of 1960, topped its own previous record of 12,239,013 set during the first quarter of last year.

Estimated average weekly circulation of **Cue** for the first six months has increased from 150,000 in 1959 to 173,000 in 1960.

Advertising revenue of **Newsweek** of $14,000,000 for the first six months of 1960 shows a 13.4% gain over the first half total of 1959.

First-half advertising revenue of **Time's International Editions** came to $5,432,900, a gain of more than 20% over the comparable level of 1959. Average net paid circulation for the first six months of 1960 was estimated at 564,000, compared with the 505,200 average recorded in 1959. #

Trane Promotes Spirduso

Donald F. Spirduso has been promoted to advertising manager of Trane Co., La Crosse, Wis., manufacturer of air conditioning, heating, ventilating and heat transfer equipment. Mr. Spirduso, who has been with Trane since 1956, formerly was assistant ad manager.

Reichert Goes to Germany

Barton Reichert, formerly an account executive with Newmark's Advertising Agency, New York, has joined Durrwerke Aktiengeselleschaft, Dusseldorf, as an observer of German business organization and marketing procedures.

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL
143 W. 51st St. N.Y. 19, N.Y. • Plaza 7-5730

If you want farmers to buy your product by brand name, use the media farmers prefer . . . State and Local Farm Papers. They are a powerful builder of brand preference. Editorial impact makes the difference.

Network TV Gross Time Billings

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

	May			January-May		
	1959	1960	% Change	1959	1960	% Change
ABC	$ 9,946,570	$12,876,050	+29.5	$ 52,492,402	$ 65,001,870	+23.8
CBS	22,298,271	23,197,036	+ 4.0	110,476,419	116,275,396	+ 5.2
NBC	19,674,494	19,396,704	— 1.4	97,496,306	102,015,515	+ 4.6
Total	$51,919,335	$55,469,790	+ 6.8	$260,565,127	$283,292,781	+ 8.7

MONTH BY MONTH—1960

	ABC	CBS	NBC	TOTAL
January	$13,260,010	$23,477,358	$20,890,897	$57,718,256
February	12,677,110	22,977,171	19,923,712	55,577,993
March	13,487,460	24,043,799	21,072,164	58,503,423
April*	12,701,240	22,580,032	20,642,038	55,923,410
May	12,876,050	23,197,036	19,296,704	55,469,790

*April, 1960, figures revised as of June 29, 1960.

Heinz Promotes Three

James A. Gordon has been appointed to the new position of assistant advertising manager of H. J. Heinz Co., Pittsburgh. He formerly was supervisor of media-outdoor advertising, magazines and newspapers. Heinz also has named Edwin C. Lehew, formerly supervisor of advertising copy and production, department head, trade magazines media and production, and Alvin J. Adams, formerly department head, advertising copy and media, to special assignment.

Jack Elliott Opens Offices

Jack Elliott has resigned as creative director of W. B. Doner & Co., Detroit, to open Jack Elliott Productions, New York. The new company, which will also have offices in Detroit and Las Vegas, with an operational tieup with Paris, will produce television and radio commercials. A separate department will handle industrial motion pictures.

Drohlich Adds Shoe Account

The St. Louis Shoe Manufacturers Assn., St. Louis, has appointed Robert Drohlich Associates, St. Louis, to handle a year-round promotional program to promote St. Louis branded shoes and "St. Louis as the Shoe Market of America." The over-all public relations-publicity program will feature a tv show.

SIGN LANGUAGE—*Consumers who would like to have a replica of the White Horse tavern sign used by Browne-Vintners Co. in promoting its White Horse brand scotch can now buy it in one of two sizes at $25 and $15. The signs, made of a wood substitute, will be offered in newspaper and magazine ads this fall. Byron G. Tosi (left), president, holds a wood sign while Irving Meisel, ad and sales promotion manager, compares it with one made of substitute material. The replicas were developed by Advertising Arts Corp.*

White Named Commissioner

The Department of Conservation & Economic Development, Richmond, Va., has appointed J. Stuart White commissioner of its public relations and advertising division, succeeding F. J. Barnes II, who remains with the division as assistant to the commissioner. Mr. White was formerly assistant to the commissioner. The division, which has an annual budget of $450,000 exclusive of administrative expenses, carries on a national program of advertising, publicity and promotion of Virginia's travel and vacation attractions.

Rosenbloom Opens Branch

Irving J. Rosenbloom & Associates, Chicago, is opening a new office at 9460 Wilshire Blvd., Beverly Hills, Cal. The new branch will be headed by Sydney M. Cohen, vp, former marketing vp of Pam Industries.

Create product preference fast in the media farmers prefer

Farmers want to be sold through STATE and LOCAL FARM PAPERS

If your product competes with other brands . . . the editorial impact of State and Local Farm Papers helps your advertising build brand preference.

Asked to pick the one farm publication they value most, an outstanding percentage of farmers choose their State or Local Farm Paper . . . in survey after survey. This media preference pays off for you in better readership, wider acceptance, and helps develop fast preference for your product. And, of course, this means your advertising dollars can do a far bigger job.

Here's proof of the farmer preference you can get with State and Local Farm Papers:

A survey in a midwest state reveals 4½ to 1 preference for the State Farm Paper over its nearest competitor. 45% of surveyed midwestern farmers picked their State or Local Farm Paper as their number one farm publication. The same or better preference percentage was revealed in two eastern states. In the Southwest, a State Farm Paper won hands down—with 61.7% preference. And so it goes.

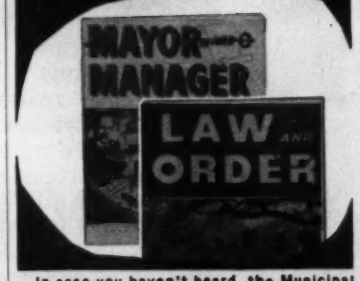
Are you interested in creating a preference for your product—fast! Then let your farmer-prospects make your media choice. Place your advertising in the State and Local Farm Papers . . . Blanket Farmland U. S. A.

For further information write State and Local Farm Papers, Room 1600, 28 East Jackson Boulevard, Chicago 4, Ill.

FIRST WITH FARM FAMILIES
STATE and LOCAL FARM PAPERS

American Agriculturist
Arizona Farmer Ranchman
California Farmer
Colorado Rancher & Farmer
The Dakota Farmer
The Farmer
The Farmer-Stockman
Florida Grower & Rancher
Idaho Farmer
Kansas Farmer
Michigan Farmer
Missouri Ruralist
Montana Farmer-Stockman
Nebraska Farmer
New England Homestead
Ohio Farmer
Oregon Farmer
Pennsylvania Farmer
Prairie Farmer
Rural New Yorker
Southern Planter
Utah Farmer
Wallaces Farmer
Washington Farmer
Wisconsin Agriculturist

there's money to be made in the MUNICIPAL MARKET!



In case you haven't heard, the Municipal Market is 35 BILLION DOLLARS BIG! And the one magazine aimed directly at the buyers and planners for more than 6,000 U. S. communities with populations of 1,200 or over, is MAYOR AND MANAGER. Read by 7,683 (BPA) executives, MAYOR AND MANAGER is the ideal setting for your "municipal product."

And, did you know that police executives annually spend TWO AND ONE HALF BILLION DOLLARS for police equipment and supplies? To reach and sell 7,415 (BPA) chiefs costs less than 2½¢ a contact in LAW AND ORDER. The total average circulation of 12,834 (BPA) makes LAW AND ORDER the most widely read police publication in America!

BPA NBP

For details, write or contact:

MAYOR and MANAGER
LAW and ORDER

72 W. 45th St • New York 36, N.Y. • MU 2-8800

Consult THE MIDWEST'S
FASTEST GROWING PRINTING HOUSE FOR

- Creative art work
- Fine color offset lithography
- Quality letterpress printing
- Four-color separations
- Publications "know-how"
- Complete mailing service
- Mats, stereos and electros
- Complete bindery

AND NOW High Speed Four-Color Web Offset

Write, Wire, Phone
Nebraska Farmer Company
Out of the "high-rent" district at
1420 P STREET LINCOLN, NEBRASKA

ARF Names Pooler, Adds Four; Sets Two-Day Meeting

The Advertising Research Foundation has named Charles A. Pooler, senior vp of Benton & Bowles, a member of its nine-man executive committee. The foundation has elected four new members: Kimberly-Clark Corp., City College of New York, Suchard Holding of Switzerland and the University of Pennsylvania.

The annual conference of the ARF will run two days this year—instead of the usual one. It is scheduled for Oct. 4 and 5 at New York's Commodore Hotel.

Duffy, McClure Adds One

Motch & Merryweather Machinery Co., Cleveland, has moved advertising of its manufacturing divisions from Griswold-Eshleman to Duffy, McClure & Wilder, both Cleveland.

Mallard Coach Names Brady

Mallard Coach Corp., West Bend, Wis., manufacturer of travel trailers, has named Brady Co., Milwaukee and Appleton, as its agency.

THE MAGIC HANDS OF AMF
Bring Smoking Pleasure To The World

FIRST ONE—*This color page, appearing in overseas editions of Newsweek, Time and Vision, promotes benefits derived by the overseas consumer from American Machine & Foundry Co.'s products. Robert Conahay is agency for AMF's international group.*

Public Relations Field Hits $2 Billion Level, Says 'Business Week'

NEW YORK, July 5—Public relations is now an estimated $2 billion business, employing about 100,000 people in more than 1,350 organizations, according to a lengthy report on the field in the current issue of *Business Week*.

By 1969, companies will be spending $6 billion annually on pr, and there will be 250,000 practioners, veteran pr people report to the magazine. A big corporation pr budget of more than $1,000,000 is "no longer an eye-stopper."

The number of pr people has "probably out-mushroomed any other management service group," and about 50 new companies are formed yearly. Once "the refuge of broken-down newspaper men and corporate organization men who had lost their compasses," pr now attracts "stronger" people and "bright young men," according to the article, and in many large companies the pr director is now a vp reporting directly to the chief executive, with a salary range from $25,000 to $50,000 and occasionally breaking the $100,000 barrier.

■ In some companies, advertising comes under the pr shingle.

Commenting that "it's hard to rank pr outfits, because gross billings aren't too meaningful, since they include expenses billed clients, as well as fees"— and besides, the figures are closely guarded—*BW* then goes on to say that the top five in size are "probably" Hill & Knowlton; Carl Byoir & Associates; Dudley-Anderson-Yutzy; Ruder & Finn and Selvage & Lee, "with anywhere from 100 to 260 employes each."

Some agency pr departments "are not far behind," the story reports, citing Young & Rubicam, with a department "over 100 strong." #

'Compost Science' Bows

Compost Science, a new quarterly business publication which is designed to cover the entire field of large scale and municipal composting, has been issued by Rodale Press Inc., Emmaus, Pa. The new publication, which will have an initial circulation of 10,000 on a paid and free basis, will provide technical, scientific and practical information on the conversion of municipal and industrial wastes into useful products through the composting process. Advertising rate for a b&w page, one time, is $195.

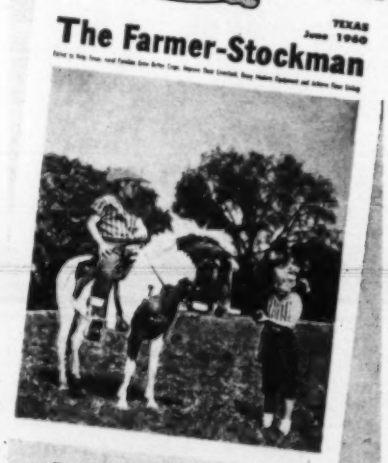
The Farmer-Stockman provides greatest most effective coverage in

Texhoma-Land*

*RURAL TEXAS AND OKLAHOMA

with effective RURAL BUYING INCOME of

$6,399,019,000**



For years—
Edited IN Texas FOR Texans!

For years—
Edited IN Oklahoma
FOR Oklahomans!

. . . GREATER than all 7 cities of over 200,000 population in Texas and Oklahoma combined!

Houston, Texas	$1,786,262,000
Dallas, Texas	1,339,518,000
San Antonio, Texas	783,189,000
Ft. Worth, Texas	742,657,000
Oklahoma City, Oklahoma	553,709,000
Tulsa, Oklahoma	503,386,000
El Paso, Texas	423,908,000
TOTAL	$6,132,629,000**

The Farmer-Stockman reaches more Rural Customers in Texhoma-Land* than any other farm publication!

Want most effective, lowest-cost coverage? You get it in the Farmer-Stockman, with separate editing for Texas—and separate editing for Oklahoma. And what's more, The Farmer-Stockman has 49-years leadership in building this depth of readership, reader confidence and vigorous advertising response. Want more? You get it in local advertising flexibility and effective merchandising services. We know you're looking for the greatest, most productive impact possible for your advertising! And that's what The Farmer-Stockman is geared to give you in the BIGGEST Farm Market Area in the U. S.: FOR SPACE RESERVATIONS—or additional data, write, wire or phone your nearest Farmer-Stockman office now!

436,476 Paid Subscribers — More than any other state farm paper!

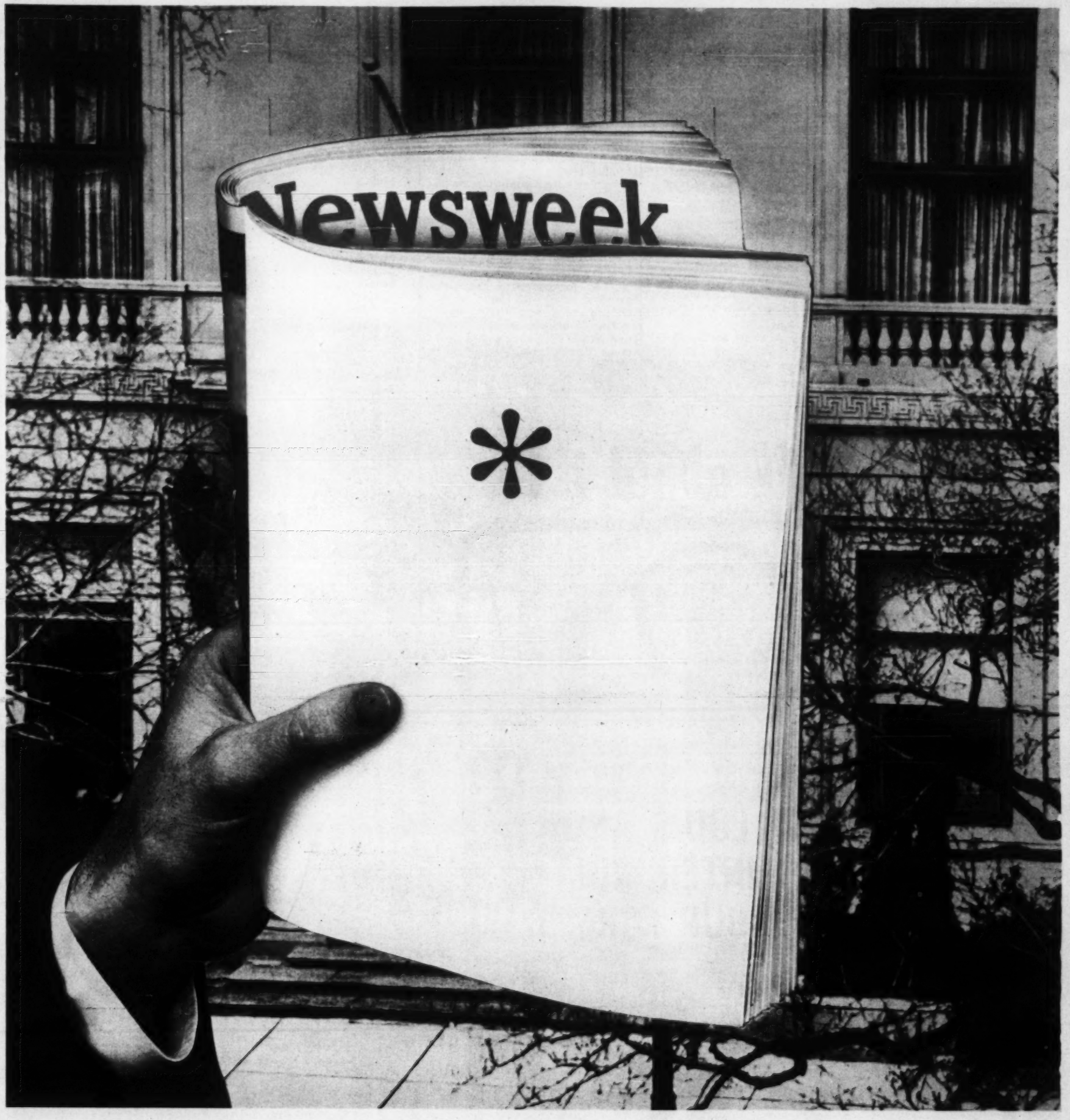
*Rural Texas and Oklahoma **Sales Management, May 10, 1959

The Farmer-Stockman
OKLAHOMA CITY • DALLAS
Director of Advertising, J. H. Hunter

SALES OFFICES:

CHICAGO 11, SUperior 7-6145, 400 N. Michigan Avenue, Lee Hainline, Mgr.
NEW YORK 17, MUrray Hill 4-3340, 420 Lexington Avenue, Joe Paulsen, Mgr.
OKLAHOMA CITY 1, CEntral 2-3311, 500 N. Broadway, Bill Pullen, Mgr.
DALLAS 5, LAkeside 1-3121, 4321 N. Central Expressway, Alex McCommas, Jr., Mgr.

STATE and LOCAL FARM PAPERS



*You're sure of more when you show up here

* *For each thousand advertising dollars, NEWSWEEK gives you*
56,000 more readers with "household incomes of $7,500 and over" than U. S. NEWS & World Report... 126,000 more than TIME.

* *For each thousand advertising dollars, NEWSWEEK gives you*
29,000 more male management, professional and technical readers than U. S. NEWS & World Report... 118,000 more than TIME.

* *For each thousand advertising dollars, NEWSWEEK gives you*
204,000 more readers than U. S. NEWS & World Report... 355,000 more than TIME.

SOURCE: Sindlinger & Co., Inc., "Study of the Characteristics of the Newsweekly Magazine Reading Audiences."

Why do so many top people read NEWSWEEK? Possessing broad interests, they like NEWSWEEK's *complete* news coverage. Having independent minds, they choose NEWSWEEK's *fair*, unbiased reporting. Shouldn't *you* advertise in NEWSWEEK? Ask your agency.

The world-wide newsweekly for communicative people

SATURDAY EVENING POST NOW-TV SEE CENTER SPREAD

VanSant Has Family Day

For the 13th consecutive year, VanSant, Dugdale & Co., Baltimore, held a "family day" for its employes in June, "to better acquaint employes with each other and with their families," as part of its employe relations program.

DO YOU WANT TO SELL YOUR PRODUCT TO SUPERMARKETS AND FOOD CHAINS?

A national sales organization with a proven record in the profitable merchandising of food and non-food items through supermarkets and food chains coast-to-coast offers a distinctive selling service—unique in scope and unusual in its approach to the marketing dollar.

Thoroughly experienced in marketing tactics and strategy, sales promotion and sales management, we have an intimate knowledge of major markets plus a wide valuable acquaintance among the top food trade people across the country. In short, we know how to go out and get the orders.

Interested agencies and manufacturers may write for further details to:

Box 132, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

Non-Home Radio Use Growing in Winter, Too, Pulse Finds

NEW YORK, July 5—Out-of-home listening, long a major factor in the summertime, has now become quite a substantial consideration for winter buying as well.

This is the impression an observer gets from analyzing the 29-city reports on out-of-home listening made during the last several years by Pulse Inc.

Dr. Sydney Roslow, director of Pulse, pointed out that the last report covering non-home listening between January and March, 1960, showed higher levels than any previous winter measured by the research company.

The 29-market weighted average figure for homes with out-of-home listening for the winter of '60 was 4.6%. This compares with 4.5% for '59 and '58 and 4.2% for '57. These figures cover listening in automobiles, at work, in business places, etc., between the hours of 6 a.m. and midnight. Projected nationally, this would add an average of 2,287,900 families to the radio audience during any quarter hour of the day, Dr. Roslow estimated.

■ The winter increase was an average one for the territory covered. There were slight declines in non-home listening in 15 of the 29 markets spotlighted. Biggest gains came in Dallas, Ft. Worth, Kansas City and Milwaukee. Best markets for this kind of listening are New York and Kansas City.

For the summer, Dr. Roslow predicted a new peak in out-of-home radio audiences. He said the growing popularity of personal transistor radios will help to increase the audience level. #

In-Home and Out-of-Home Radio Listening
*Winter 1960**

Source: Pulse Inc.

Market	Homes Using Radio (In-Home) Winter '60	Homes With Out-of-Home Listening Winter '60	Winter '59	% Added By Out-of-Home Listening Winter '59
Atlanta	14.7	4.0	4.1	27.2
Baltimore	12.1	3.6	3.8	29.8
Birmingham	12.8	4.1	4.1	32.0
Boston	17.5	4.8	5.0	27.4
Buffalo	16.1	4.5	4.4	27.9
Chicago	15.0	4.5	4.4	30.0
Cincinnati	13.3	3.9	4.1	29.3
Cleveland	14.0	3.8	4.0	27.1
Columbus	16.5	3.5	4.2	21.2
Dallas	16.1	5.2	4.7	32.3
Detroit	13.7	4.1	4.0	29.9
Fort Worth	15.2	4.9	4.3	32.2
Houston	16.7	4.1	4.1	24.6
Kansas City	14.6	5.4	4.6	37.0
Los Angeles	17.3	5.2	5.0	30.1
Miami	17.7	4.5	4.8	25.4
Milwaukee	16.9	4.7	4.0	27.8
Minneapolis-St. Paul	17.3	4.1	4.1	23.7
New Orleans	15.9	3.2	3.9	20.1
New York	16.4	5.4	5.0	32.9
Philadelphia	17.4	3.8	3.9	21.8
Pittsburgh	15.0	3.9	4.0	26.0
Portland, Ore.	16.3	3.8	4.7	23.3
Richmond	15.3	4.0	4.3	26.1
St. Louis	16.6	3.9	4.4	23.5
San Diego	16.3	4.8	4.5	29.4
San Francisco	17.8	5.1	4.9	28.7
Seattle	17.1	4.2	4.5	24.6
Washington	14.7	4.1	4.2	27.9
29 Market Weighted Average	16.0	4.6	4.5	28.7

*Figures are for average quarter-hour from 6 a.m. to midnight, Sunday through Saturday. All figures expressed as per cent of radio families surveyed. Pulse out-of-home surveys are conducted between January and March, although the months may vary from one market to another.

Farrand to Gaskill & Johnson

Vincent Farrand, formerly with the *Jersey City Journal*, has joined Gaskill & Johnson Advertising, Newark, as manager of the agency's new branch office in Asbury Park, N. J.

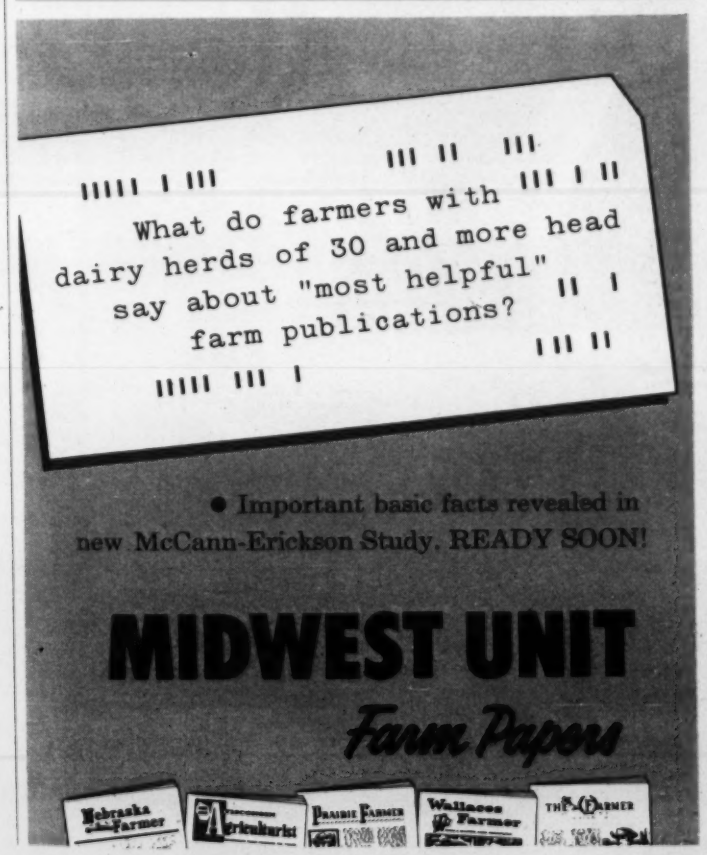
Keiser Joins Cargill, Wilson

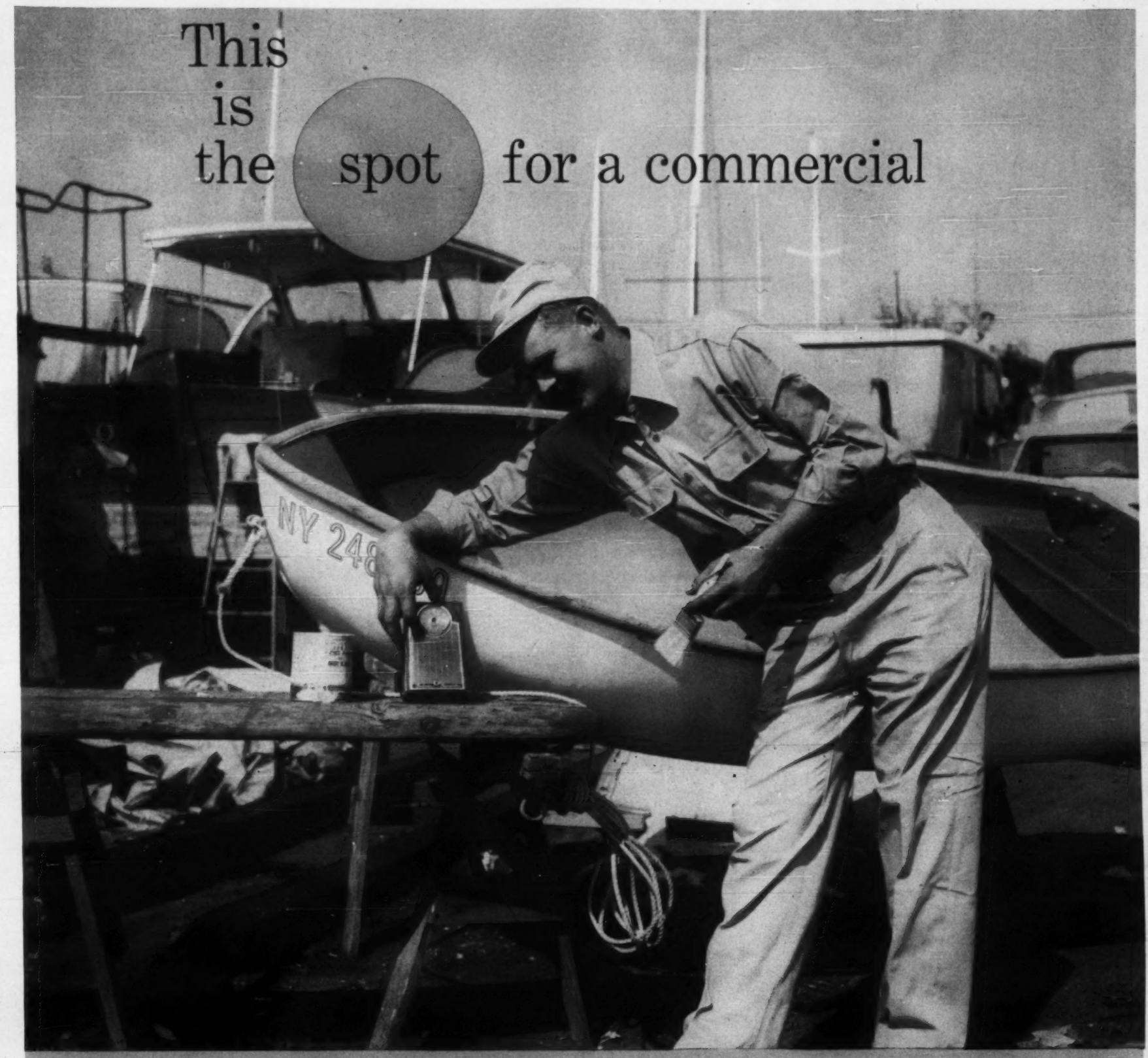
Charles B. Keiser, formerly a senior writer at VanSant, Dugdale & Co., Baltimore, has been appointed copy chief at Cargill, Wilson & Acree, Richmond, Va.

Read all about it!

Now . . . for the first time . . . you can sell the entire Greater St. Louis Market effectively and economically through the unduplicated circulation of five key evening newspapers. Write, wire, or call the advertising manager of any of the newspapers in the group for a free brochure complete with audited information about this big 3-billion dollar market.

St. Louis and Illinois Interurbia Market Group: St. Louis Post-Dispatch • Quincy Herald-Whig • Alton Evening Telegraph East St. Louis Evening Journal • Southern Illinoisan (Carbondale, Herrin, Murphysboro)


What do farmers with dairy herds of 30 and more head say about "most helpful" farm publications?
• Important basic facts revealed in new McCann-Erickson Study. READY SOON!
MIDWEST UNIT
Farm Papers
Nebraska Farmer
Prairie Farmer
Wallaces Farmer



On the water or on the shore, it's smooth sailing for your sales-message when you use Spot Radio. Multiply this listening habit by millions of vacationers, and you'll know why Spot Radio pays off BIG for national advertisers.

KOB	Albuquerque	WKMH	Detroit	KSTP	Minneapolis-St. Paul	WJAR	Providence	KOBY	San Francisco
WSB	Atlanta	KPRC	Houston	WTAR	Norfolk	WRNL	Richmond	KMA	Shenandoah
WGR	Buffalo	KARK	Little Rock	KFAB	Omaha	KCRA	Sacramento	KREM	Spokane
WGN	Chicago	WINZ	Miami	WIP	Philadelphia	WOAI	San Antonio	WGTO	Tampa-Orlando
WFAA	Dallas-Ft. Worth	WISN	Milwaukee	KPOJ	Portland	KFMB	San Diego	KVOO	Tulsa

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

annou

THE THIRD NATIONAL STUDY OF SPORTS ILLUSTRATED SUBSCRIBER HOUSEHOLDS

SPORTS ILLUSTRATED's "Third National Study" (1960) shows that the magazine's subscribers have continued to increase in quality, keeping pace with the rapid growth of America's upper-income family market.

FOR EXAMPLE: The median income of subscriber families has increased to $10,835 per year. There are now 245,000 SPORTS ILLUSTRATED families with incomes above $15,000.

The new survey was carried out in consultation with the Advertising Research Foundation by Audits and Surveys Company, Inc. and Erdos and Morgan Research Service among a sample of 9500 subscriber households. The effec-

ncing

tive rate of return from a three-wave mailing was 81%.

The report will contain completely up-to-date information about the SPORTS ILLUSTRATED market. Thanks to the substantial number of families included in the sample, supplementary reports will also be made available from cross-tabulations on the relation between the purchase and use of a wide variety of products and services and such important subscriber characteristics as income, family size, and education and income of the household head. It should thus provide marketers with a wealth of new data on the buying habits of the upper-income families in America.

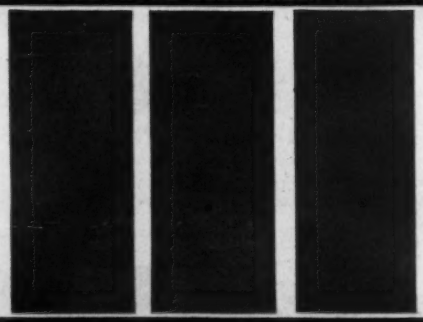
Partial Table of Contents of
THE THIRD NATIONAL STUDY
OF SPORTS ILLUSTRATED
SUBSCRIBER HOUSEHOLDS

Composition of Households By Age and Sex / Household Income / Home Ownership, Type and Market Value of Home / Other Real Estate / Liquid Assets; Stocks, Bonds, Mutual Funds / Life Insurance: Personally Paid For, Group / Automobile, Casualty and Fire Insurance / Occupation, Position, Function, Company Size of Head of Household / Education / High Fidelity Ownership, Retail Cost / Sporting Goods Ownership / Boat Ownership, Length of Boats Owned / Cameras, Equipment; Film Use / Swimming Pools / Private Planes / Consumption of Soft Drinks, Beer, Wine, Liquor, Cordials / Case Purchases of Beverages / Cigarettes, Filter and Non-Filter; Number Smoked per Day, Cigarette Brand Loyalty / Cigars / Licensed Drivers / Car Ownership, Intentions to Buy 1960 Models / Tires / Other Automotive Equipment / Vacations / Passports / Consultation with Travel Agency / Airline Travel, Number of Flights / Ship Travel, Ports of Departure and Destination / Credit Card Ownership

The basic report on "The Third National Study of Sports Illustrated Subscriber Households" will be distributed to advertisers and agencies on or about July 15.

The coupon below is for your convenience in reserving your copy.

THE THIRD NATIONAL STUDY OF
SPORTS ILLUSTRATED SUBSCRIBER HOUSEHOLDS



CONDUCTED BY AUDITS AND SURVEYS COMPANY, INC. AND ERDOS & MORGAN RESEARCH SERVICE IN CONSULTATION WITH THE ADVERTISING RESEARCH FOUNDATION, INC.

David L. McCoubrey, Market Research Director
SPORTS ILLUSTRATED, Time and Life Building
Rockefeller Center, New York 20, N. Y.

As soon as it is published please send me a copy of (The Third National Study of SPORTS ILLUSTRATED Subscriber Households).

name _____

title _____

firm _____

address _____

city _____ zone _____ state _____

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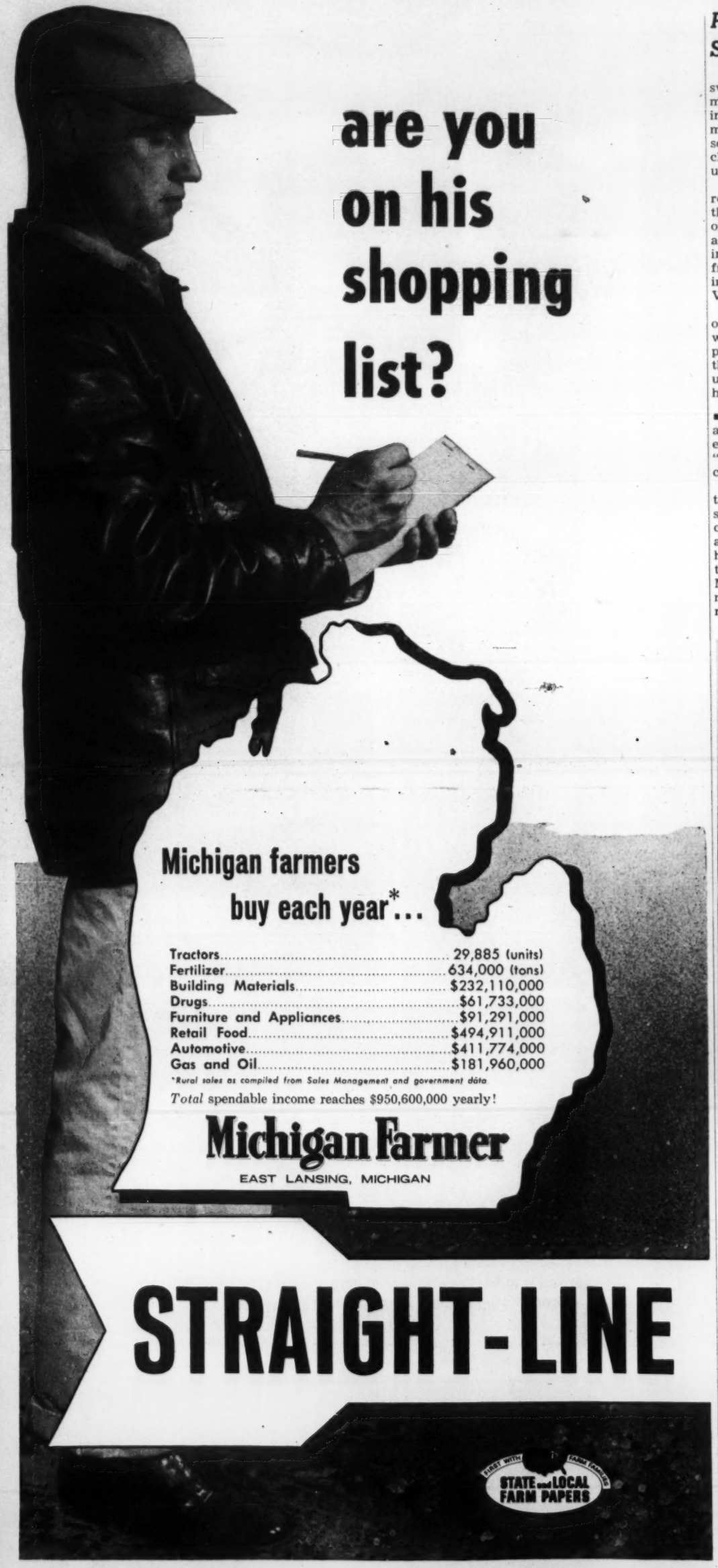


Palo Alto Agency Finds Poolside Site in Suburban Center Is Conducive of Good Work

PALO ALTO, July 5—Sunshine, swimming pools and suburban atmosphere can produce a good living for ad agency people who move out of the big city—and sometimes good advertising for clients who also operate from suburban factories.

Proof of the pudding is in the relaxed (not an ulcer patient on the staff) but highly successful operations of Hal Lawrence Inc., a small agency which handles billings of better than $250,000 a year from 1,000 sq. ft. of office space in a corner of the Town & Country Village shopping center here.

The agency's second floor corner offices have about 75' of picture windows, overlooking a broad expanse of tile roofs, trees, birds and the hustle and bustle of a small university city (Palo Alto is the home of Stanford University).

■ "One of the primary appeals of agency life in the small town," explains Hal Lawrence, president, "is the simple business of living close to the office.

"Of course, there's more to it than merely being able to feel smug about not having to join the commuter's freeway frolic twice a day. If one were to add up the hours saved by being able to get to the office in a couple of minutes," Mr. Lawrence continued, "and multiply these hours by the going rate for agency time, one would discover a decided economic advantage to suburbia.

"This assumes, of course, that the clients are equally close at hand. With only a few exceptions, ours are within a 15-minute radius of our office."

■ Besides handling several accounts in Palo Alto, the agency also serves clients in nearby San Carlos, Redwood City, Mountain View and Sunnyvale.

"We also have accounts outside the immediate Palo Alto area," Mr. Lawrence explains, "but even these have their local angles.

"For example, three of the principals of a San Francisco client of ours, Pacific Foundry & Metallurgy Co., are local residents, and we are able to contact them frequently without the necessity of going into the city."

The agency's forte is electronics and it just so happens that the San Francisco Peninsula area, where Mr. Lawrence established the agency's office, has become a nationally important center of the rapidly growing electronics industry.

■ Electronics also happens to be almost a personal hobby with Mr. Lawrence, who holds a B.S. degree in electrical engineering from the U. S. Naval Academy.

Mr. Lawrence was a Navy radioman from 1939 until his appointment to Annapolis. He served in the Atlantic on the old U.S.S. New York and after graduation in 1944 from the Naval Academy, served as assistant navigator and radar countermeasures officer on the U.S.S. Missouri.

He left the Missouri at the end of the war to fly PBY aircraft for the Navy and finished his naval career, at the end of 1947, aboard the U.S.S. Oregon City. He has been a licensed radio "ham" since 1937.

Mr. Lawrence also has had an extensive business and advertising career. He has been manager of a New England plastics company and an Ohio leather plant.

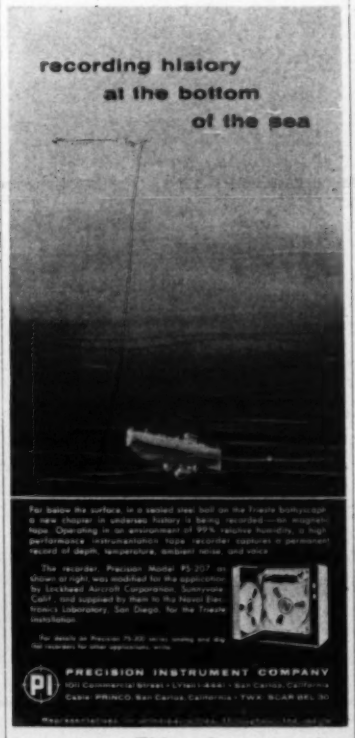
■ He started in advertising handling industrial accounts for Griswold-Eshleman, Cleveland.

He has been an account executive with the Gene Walker agency, in San Francisco; served as senior account executive with Boland Associates, where, in 1956 and 1957, he held major account responsibilities for all of the three Ampex divisions, Lenkurt and Varian tube division, and other electronics accounts.

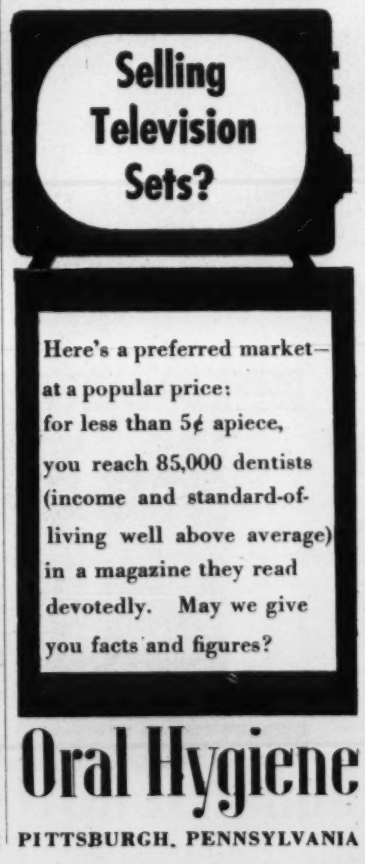
Mr. Lawrence then operated his own one-man agency, Advertising Engineering Associates, in San Mateo, before opening his Palo Alto agency.

■ Jack Herrick, vp of the agency, previously was an account executive with McCann-Erickson's San Francisco electronics group. From 1943 to 1946 Mr. Herrick was a submariner and spent considerable time at Navy electronics schools in the New London area.

Before joining McCann-Erick-



BATHYSCAPH—*This ad promoting Precision Instrument Co.'s recording apparatus ran in Scientific American, Electronics and other publications. Hal Lawrence Inc. is the agency.*



Chambers Lawrence Peterson Swedenborg Herrick

POOLSIDE COPY SESSION—*In the relaxed surroundings adjacent to the Lawrence agency's offices Hal Lawrence and Jack Herrick discuss a forthcoming campaign with Bob Swedenborg, Val Peterson and Bob Chambers, of Pacific Foundry & Metallurgy Co., San Francisco.*

son, he was executive director and editor of the *Journal of Commercial Art*; prior to that he had been advertising manager of Shopsmith power tools, and of Hoffman Electronics, in Los Angeles.

A recent addition to the staff is Don Simpson, a former Bay Area tv director, and most recently a member of the advertising and sales promotion staff of Ampex Audio, in Sunnyvale.

Mr. Herrick, in addition to being agency vp, serves as creative director; Mr. Simpson as traffic manager.

■ "It would be a shame, with a staff background such as ours," Mr. Lawrence contends, "if we didn't try to specialize in electronics advertising. Our clients in this category represent the fields of tape recording, microwave communication, high fidelity, medical electronics, high vacuum technology, nuclear reactors and various types of electronics instrumentation.

"Our major interest—in addition to producing good advertising—is in developing 'growth' accounts and in growing up with them. Some of our clients have been in business less time than we have (approximately three years).

"Our agency philosophy boils down to the simple feeling that we can do a much better job of servicing small and medium electronics accounts working the way we do, in suburbia, as it were, than we ever could in a large agency.

"The reason for this," Mr. Lawrence explains, "is that we can talk the client's language, not just at the a.e. level, but in all phases of the operation.

"This philosophy has actually attracted accounts from larger agencies, such as the Precision Instrument account, which came to us in March of this year from Bonfield, an agency larger than ours."

■ Mr. Lawrence and the rest of the agency staff do not think highly of the "team approach" to advertising and contend that this technique does not always result in good advertising.

"The ads which most often result," Mr. Lawrence declares, "look as if they were done by a committee. They're not strong ads. They don't offend anybody; they don't sell anybody.

"The best ads," Mr. Lawrence continues, "are written by one person and carried out under his close supervision and control. Rarely do you get a strong ad when the account executive takes the client to lunch and hears him outline the objective over a vodka martini; brings back the idea to a copy chief, who delegates the writing job to a guy in a cubicle, who takes the copy to the head art director, and says, 'Can we have a layout for this, please?'

"Nor does that ad, or any ad, become part of a really effective program if it is scheduled by a media director on the basis of what his readership analyses tell him.

■ "Bear in mind, I'm talking about electronics ads. Of course, the media director can give a good answer on whether the Ovaltine ad should go in *This Week Magazine* or in *Parade*—but he's the wrong guy to decide whether the new tropospheric scatter ad should go in *Electronics Proceedings of the IRE*.

"Electronics advertising is essentially one-man advertising—whether in a one-man agency or a 100-man agency doesn't matter much.

"The account man simply has to know all—the philosophy of the client, how the product is made, how it works, the competitive situation, what kind of engineer will be interested in it, what he reads at the office and at home, and dozens of similar factors.

"I don't mean to imply that being small rather than big means our kind of agency can do a better job. We plan to be big too, some day, and hope that we can achieve it without falling into the groove."

■ The Lawrence organization has found that there are no more problems for ad agencies in suburbia than elsewhere.

"We have a fine delicatessen right at the foot of the stairs for lunch, a bank, a post office and loads of retail stores within 30 seconds walking time. We utilize Peninsula printers, platemakers, typographers, and other suppliers; it costs us less, and we get better, quicker and more personal attention." #

make
sure
you get
the order
localized advertising
in the state farm paper
which has earned his
confidence . . . brings
buying results
Farmers like our kind of paper. It's local . . . an informed "next door neighbor" . . . because we edit only for Michigan people and Michigan agriculture. Farmers prefer us 2 to 1 over any other farm publication. Your product gains added interest and respect in this environment. Farmers become even more interested when you use techniques of STRAIGHT-LINE ADVERTISING — local pictures, case histories, prices, terms, dealer listings. We can insert these quickly and at low cost because we print by gravure. Want proof? Send for free folder.
Michigan Farmer
EAST LANSING, MICHIGAN
STRAIGHT-LINE ADVERTISING available also in —
THE OHIO FARMER • PENNSYLVANIA FARMER
THE INDIANA FARMER • THE KENTUCKY FARMER
THE TENNESSEE FARMER & HOMEMAKER
ADVERTISING
RELATED STATE FARM PAPERS

T'AINT NECESSARILY SO!

Lots of folks think Lubbock and the West Texas area are mostly cowboys and Indians. T'aint necessarily so.

We've got a lot of non-cowpokes too. 145,000 of us right in the city limits with $184,438,239.29 deposited in the banks.

And we dearly love to spend it for new and different products that make living better.

LUBBOCK AVALANCHE-JOURNAL

MORNING · EVENING · SUNDAY LUBBOCK, TEXAS

ROP Color Available All Issues

Vincent Price
...taut melodrama

Pat O'Brien
...hardhitting action

June Lockhart
...gay romance

Peter Lorre...suspense-laden intrigue

Charles Ruggles
...rollicking comedy

Charles Coburn
...tongue-in-cheek farce

Harry James
...jazz drama

Everett Sloane...Western adventure

BRAND-NEW:
Out of the thousands of
SATURDAY EVENING POST
stories read and loved by millions
of Americans, **ITC** now proudly
brings to television first run,
for the first time, the

"BEST OF THE POST"

The "best" known stars of Broadway and Hollywood appear in stories carefully selected by the Editors of the Saturday Evening Post from the works of famed "POST" authors like MacKinlay Kantor . . . James Warner Bellah . . . Stephen Vincent Benet . . . Conrad Richter . . . Kay Boyle . . . Andrew Tully . . . as ITC adds the dimension of television to the finest in popular fiction — "Best of the Post."

INDEPENDENT TELEVISION CORPORATION
488 Madison Avenue • New York 22 • N.Y. • PLaza 5-2100
ITC OF CANADA, LTD. 100 University Avenue • Toronto 1, Ontario • EMpire 2-1166

I T C

Major Advertising Account Changes, 1st 6 Months, 1960

ACCOUNT	TO	FROM	BILLINGS (EST.)
Alitalia	Gardner Advertising Co.	Cohen, Dowd & Aleshire	$ 800,000
American Hardware Corp. (P&F Corbin division)	Wilson, Haight, Welch & Grover	Noyes & Co.	———
American Heritage Publishing Co. ("American Heritage" and "Horizon")	Wunderman, Ricotta & Kline	Frank Vos & Co.	500,000
American Meat Institute (trade advertising)	K. E. Shepard Advertising	L. G. Maison & Co.	100,000
Anheuser-Busch (Regal beer and ale)	J. M. Mathes Inc.	Tally Embry Inc.	500,000
Ansul Chemical Co.	Brod Sebstad Inc.	Brady Co.	100,000
Armour Industrial Chemical Co.	Buchen Co. (Effective Aug. 1)	Foote, Cone & Belding	250,000
Armco Steel Co.	Marsteller, Rickard, Gebhardt & Reed	N. W. Ayer & Son	1,000,000
Arnold Bakers	Allston-Smith Advertising (Effective Aug. 31)	Kudner Agency	750,000
Asphalt Institute	Compton Advertising	Marschalk & Pratt	———
Automatic Transportation Co.	Aubrey, Finlay, Marley & Hodgson	Erwin Wasey, Ruthrauff & Ryan	300,000
B. T. Babbitt Inc. (all brands, Charles Antell line and An-Drue laboratories division)	Geyer, Morey, Madden & Ballard	Brown & Butcher	2,000,000-2,500, 000
Bestform Foundations Inc.	Daniel & Charles	Doyle Dane Bernbach Inc.	300,000
Hazel Bishop Inc.	Raymond Spector Co. (interim)	Donahue & Coe	2,000,000
Bridgeport Brass Co. (Industrial products division)	Marsteller, Rickard, Gebhardt & Reed	Hazard Advertising	250,000
Bulova Watch Co. (radios & stereophonic phonographs)	Sullivan, Stauffer, Colwell & Bayles	McCann-Erickson	———
Business Week	Donahue & Coe	Needham, Louis & Brorby	350,000
Butcher Polish Co.	Richard K. Manoff Inc.	N. W. Ayer & Son	———
Butter-Nut Foods Co. (Thomas J. Webb Coffee Co.)	Tatham-Laird	Lilienfeld & Co.	200,000-250,000
Calvert Distillers (Lord Calvert)	Benton & Bowles	Cohen, Dowd & Aleshire	5,100,000
(Calvert Reserve and gin)	Benton & Bowles	Grey Advertising	
Canadian Industries Ltd.	———	Cockfield Brown & Co.	———
Canadian Mink Breeders Assn.	J. Walter Thompson Co.	———	200,000
Catalina Inc. (men's division)	L. J. Globus & Associates	Grey Advertising	———
Chicago & North Western Railway Co.	Compton Advertising	Caples Co.	100,000
Chrysler Corp. (Dodge car)	BBDO	Grant Advertising	17,000,000
(Dodge truck)	BBDO	Ross Roy Inc.	4,000,000
(DeSoto and Valiant cars)	N. W. Ayer & Son (All effective with 1961 model advertising)	BBDO	7,000,000
Chrysler Corp. (International advertising for Dodge cars)	Batten, Barton, Durstine & Osborn	H. Wm. Bernhardt	———
(International advertising for trucks)	Batten, Barton, Durstine & Osborn	Publicontrol	———
(International advertising for Valiant, Plymouth, De Soto, Chrysler and Imperial)	Young & Rubicam	H. Wm. Bernhardt	———
(International advertising for Simca in some areas)	Young & Rubicam	James Jones of Paris & Richard N. Meltzer Advertising	———
Chrysler of Canada Ltd. (Canadian account) (Dodge, De Soto and Dodge truck)	Batten, Barton, Durstine & Osborn	Grant Advertising of Canada Ltd.	2,500,000
(Chrysler, Plymouth, Valiant and Fargo trucks)	Grant Advertising of Canada Ltd.	Ross Roy of Canada Ltd.	1,500,.000 to 2,500,000
Chunky Chocolate Corp. (Chunky, Bit-O-Honey, Old Nick candy bars)	Doherty, Clifford, Steers & Shenfield Inc.	Grey Advertising Agency	400,000
Colgate-Palmolive Co. (Cashmere Bouquet soap)	Norman, Craig & Kummel	D'Arcy Advertising	1,000,000
Columbia Phonographs	Donahue & Coe	McCann-Erickson	500,000
Columbia Records (And Epic Records)	Wunderman, Ricotta & Kline	Benton & Bowles	1,250,000
Coopers Inc.	Tatham-Laird	Henri, Hurst & McDonald	750,000
Curtiss-Wright Corp.	Compton Advertising	Adams & Keyes	500,000
Dad's Root Beer Co.	M. M. Fisher Associates	Bozell & Jacobs	more than 25,000
Drug Research Corp. (Positan)	Kastor, Hilton, Chesley, Clifford & Atherton	Fletcher Richards, Calkins & Holden	1,000,000
Dunbar Laboratories (Pretty Feet, Zonitors)	Kastor, Hilton, Chesley, Clifford & Atherton	Fletcher Richards, Calkins & Holden	300,000
Duquesne Light Co.	BBDO	No previous agency	500,000
Eagle Airways (Western Hemisphere account)	Keyes, Madden & Jones	Harry W. Graff	350,000
Edison Electric Institute (Live Better Electrically program)	Compton Advertising	Fuller & Smith & Ross	2,000,000-2,500,000
Ekco Products Co. (corporate and housewares program)	Doyle Dane Bernbach Inc.	Dancer-Fitzgerald-Sample	700,000
Elgin American Inc.	Garfield-Linn & Co.	**———	500,000
Elgin Watch Co. (Canada)	Kenyon & Eckhardt	J. Walter Thompson Co.	———
Encyclopaedia Britannica	McCann-Erickson	Dancer-Fitzgerald-Sample	$ 1,300,000
Esslinger Inc.	Wermen & Schorr	J. Cunningham Cox Agency	400,000
European Travel Commission	Ellington & Co.	Cohen & Aleshire	200,000 to 250,000
Fant Milling Co.	Clay Stephenson & Associates	Fitzgerald Advertising Agency	500,000
Fawcett Publications (True)	C. J. LaRoche & Co.	Brown & Butcher	500,000
(Woman's Day)	C. J. LaRoche & Co.	Doyle Dane Bernbach Inc.	
(True Confessions, Motion Picture, Cavalier, Mechanix Illustrated, Fawcett's Men's Group, Detective Group and "How-To" books)	C. J. LaRoche & Co.	No previous agency	
Fedders Corp. (Refrigeration appliance, and residential central air conditioning and heating divisions)	Hicks & Greist	D'Arcy Advertising Co.	———
General Electric Co. (Portable and console phono. acct.)	Young & Rubicam	Maxon Inc.	200,000
General Electric (Apparatus sales division)	George R. Nelson Inc.	G. M. Basford Co.	1,000,000
General Mills (Feed division)	Knox Reeves Advertising	Klau-Van Pietersom-Dunlap	———
General Time Corp. (Stromberg Time Corp. division)	Wade, Woodward & Whitman	G. F. Sweet & Co.	350,000
General Wine & Spirits Co. (Chivas Regal scotch & Chivas Royal Salute scotch)	Young & Rubicam	Lynn Baker Inc.	600,000
Gluek Brewing Co.	John W. Forney	Colle & McVoy	300,000
Golden Point Drive-In System	Ray C. O'Keefe Advertising	M. M. Fisher Associates	200,000
Hat Corp. of America (Cavanagh hats)	Grey Advertising	BBDO	40,000
Hudson's Bay Co. (Alcoholic beverage account)	Leber & Katz	Cockfield, Brown & Co.	350,000
International Business Machines (Data processing division)	Marsteller, Rickard, Gebhardt & Reed (Effective Sept. 1)	Benton & Bowles	750,000
Jackson Brewing Co. (Jax beer)	Doherty, Clifford, Steers & Shenfield	Fitzgerald Advertising	———
Jewel Tea Co.	Earle Ludgin & Co.	North Advertising	250,000-500,000
Jones & Laughlin Steel Corp. (corporate and product advertising)	Palmer, Codella & Associates	Ketchum, MacLeod & Grove	1,000,000
Kessler-Hunter Distillers Co. (Gallagher & Burton whisky)	Warwick & Legler	Cohen, Dowd & Aleshire	———
Krueger Brewing Co. (Krueger's Ambassador beer, Krueger Cream ale and Krueger beer)	Ellington & Co.	Grey Advertising Agency	400,000
Landers, Frary & Clark	Grant Advertising	Goold & Tierney	Under 1,000,000
Lanvin Parfums Inc.	North Advertising	Cohen, Dowd & Aleshire and Wesley Associates	1,000,000 to 1,500,000
La Salle National Bank	MacFarland, Aveyard & Co.	Henri Hurst & McDonald	200,000
Leather Industries of America	Daniel & Charles	W. B. Doner & Co.	500,000
Lehn & Fink Products Corp. (All Lehn & Fink division products, except Medi-Quik)	———	McCann-Erickson	1,000,000
Lennox Industries (Consumer Advertising)	Biddle Co.	Peitscher, Janda Associates	1,000,000
Lever Bros. Ltd. (English-language tv programs)	MacLaren Advertising Co.	J. Walter Thompson and Young & Rubicam	500,000
Lever Bros. Ltd. (Good Luck margarine, Canadian account)	J. Walter Thompson (Effective Sept. 1)	Young & Rubicam	300,000 to 500,000
Lightolier Inc. (Lamps and lighting fixtures)	Ben Sackheim Inc.	Alfred Auerbach Associates	600,000
Lovable Brassiere	Grant Advertising	Cohen, Dowd & Aleshire	400,000
Marshall Field & Co. (national advertising)	McCann-Erickson	Fletcher Richards, Calkins & Holden	———
Joseph H. Mayer Bros. (Richelieu pearls)	Grant Advertising	Cohen, Dowd & Aleshire	100,000
Mobil Oil Co. (General Petroleum portion)	Compton Advertising	Stromberger, LaVene & McKenzie	1,000,000
Music Corp. of America	Sudler & Hennessey	Gardner Advertising Co.	300,000
Myzon Laboratories	Henri, Hurst & McDonald	Arthur Meyerhoff Associates	100,000
Niagara Therapy Corp.	Meldrum & Fewsmith	George L. Mallis Co.	1,000,000
Nicholas International Ltd. (And Nicholas of America Ltd.— proprietary drug and veterinary product advertising)	Grant Advertising	Albert Jarvis Ltd., Paul-Phelan Advertising, Phil Gordon Agency	250,000
(U.S. ethical drug advertising)	Shaw-Hagues	No previous agency	———
Northrop Corp.	Doyle Dane Bernbach Inc.	Erwin Wasey, Ruthrauff & Ryan	475,000
O'Keefe & Merritt Co.	Cunningham & Walsh	Hixson & Jorgensen	———
Osrow Products	Gamut Inc.	Smith/Greenland	250,000
Otarion Listener Corp.	McCann-Marschalk	Biddle Co.	300,000
Overlakes Corp. (Century Boat Co. & Cruis Along Boats)	W. B. Doner & Co.	Jaqua Co.	300,000
Oxo (Canada) Ltd.	J. Walter Thompson Co.	Stanfield, Johnson & Hill	200,000
Pacific Gamble Robinson Co.	Campbell-Mithun	Knox Reeves Advertising	more than 300,000
Park & Tilford (Tintex)	Grey Advertising	Mogul Williams & Saylor	———
Penick & Ford Ltd.	Grant Advertising	BBDO	1,500,000
Pepsi-Cola Co.	Batten, Barton, Durstine & Osborn	Kenyon & Eckhardt	10,000,000
Pepsi-Cola Co. of Canada	Batten, Barton, Durstine & Osborn	Kenyon & Eckhardt	1,500,000

**—Elgin American had been without an agency for two years prior to naming Garfield-Linn. Before that time, Keyes, Madden & Jones handled the account.

(Continued on Page 68)

THE HOUSTON POST GIVES YOU

15,935 MORE

TOTAL DAILY CIRCULATION

5,611 MORE

TOTAL SUNDAY CIRCULATION

THAN HOUSTON'S 2ND NEWSPAPER

AT NO EXTRA COST!

THE HOUSTON POST

Houston's largest newspaper in total daily and Sunday circulation

Represented nationally by Moloney, Regan & Schmitt

Advance Census figures show Houston is 6th LARGEST CITY in U.S.

POST	DAILY (Mon.-Sat. 6-day average)	215,063	POST	SUNDAY	232,101
Chronicle	DAILY (Mon.-Fri. 5-day average)	199,128	Chronicle	SUNDAY	226,490
Press	DAILY (Mon.-Fri. 5-day average)	102,590			

Source: ABC Publisher's Statements for 6 months ending March 31, 1960 and subject to audit.

Major Advertising Account Changes, 1st 6 Months, 1960

(Continued from Page 66)

ACCOUNT	TO	FROM	BILLINGS (EST.)
Personal Products Corp. (Coets cotton squares)	Young & Rubicam	Erwin Wasey, Ruthrauff & Ryan	100,000
Petroleum Week	Van Brunt & Co.	Gebhardt & Reed	———
Pfaff International Corp.	Don Kemper Co.	Dancer-Fitzgerald-Sample	500,000
Pharma-Craft Co. (Coldene cold medicines and new product)	Papert, Koenig, Lois Inc.	J. Walter Thompson Co.	1,000,000
(Fresh deodorant, Ting athlete foot preparation)	Daniel & Charles	Cohen, Dowd & Aleshire	1,300,000
Procter & Gamble Co. of Canada (Camay toilet soap)	Leo Burnett Co. of Canada Ltd.	F. H. Hayhurst Co. Ltd.	250,000
Puritron Corp. (Puritron air purifier)	Doyle Dane Bernbach Inc.	Maxwell Sackheim Inc.	500,000
Rainbow Crafts	Erwin Wasey, Ruthrauff & Ryan	Farson, Huff & Northiich	250,000
Rambler Dealers Assn. of Greater Boston	Harold Cabot & Co.	Harry M. Frost Co.	300,000
Raytheon Mfg. Co. (Industrial Components div.)	Fuller & Smith & Ross	Walter B. Snow & Staff	1,000,000
(corporate & product advertising, Industrial Components div.)	Fuller & Smith & Ross	Donahue & Coe	
(recruitment advertising, Industrial Components div.)	Fuller & Smith & Ross	Donahue & Coe James Thomas Chirurg Co., Hoag & Provandie	
Reddi-Wip Corp. (Reddi-Wip, U.S.)	Kenyon & Eckhardt	North Advertising	500,000
Remington-Rand (Univac)	Fuller & Smith & Ross	Gardner Advertising	750,000 to 1,000,000
(Portable typewriter)	Compton Advertising	Gardner Advertising	2,000,000
Revlon Inc. (Love Pat, Moon Drops, Ultima cream & make-up, Sun Bath)	Grey Advertising Agency	C. J. LaRoche & Co.	4,500,000
(Top Brass, Hi & Dri)	Grey Advertising Agency	Mogul Williams & Saylor	
(Intimate fragrance, Baby Silicare)	Warwick & Legler	C. J. LaRoche & Co.	1,000,000
(Aquamarine fragrance, Satin Set)	Warwick & Legler	Mogul Williams & Saylor	
Rival Packing Co.	Needham, Louis & Brorby	Guild, Bascom & Bonfigli	1,250,000
Ronson Corp. (Shavers and appliances)	Norman, Craig & Kummel*	Grey Advertising Agency	———
Rothmans of Pall Mall Canada Ltd. (Rock City Sales Ltd. Sportsman and Craven A cigarets)	F. H. Hayhurst Co. Ltd.	MacManus, John & Adams*	150,000 to 500,000
Royal Metal Mfg. Co. (trade and national consumer advertising for office, hospital, beauty, institutional, restaurant and industrial equipment)	Anderson & Cairns	William Hart Adler Inc.	250,000
Royal Metal Mfg. (Deluxe Metal Products, office filing equipment, industrial shelving, library furniture and steel cabinet equipment)	Anderson & Cairns	Lando Advertising	———
Helena Rubinstein Ltd. (Canadian account)	Brooks Advertising	MacLaren Advertising Co.	200,000
Helena Rubinstein Inc. (Skin Dew, Deep Cleanser, Nudit face cream & Roll-Dry and all treatment items and deodorants)	L. W. Frohlich & Co.	Ogilvy, Benson & Mather	1,000,000
(Tree of Life line)	L. W. Frohlich & Co.	Hockaday Associates	
Salada-Shirriff-Horsey (medical advertising only for Junket Rennet powder and tablets)	Cortez F. Enloe	Noyes & Sproul	———
Salada-Shirriff-Horsey (Potato Plus, Junket Quick Fudge mix and new product)	Grey Advertising	H. W. Warden Associates	———
San Giorgio Macaroni Inc.	W. B. Doner & Co.	Arndt, Preston, Chapin, Lamb & Keen	600,000
Schenley Industries (Roma wines)	Doyle Dane Bernbach Inc.	Norman, Craig & Kummel	———
Jos. Schlitz Brewing Co. (Export Advertising account)	Gotham-Vladimir Advertising (Effective Aug. 15)	J. Walter Thompson Co.	500,000
Jos. Schlitz Brewing Co. (Old Milwaukee beer)	Gordon Best Co.	Grant Advertising	1,500,000
Joseph E. Seagram & Sons (Kessler whisky)	Warwick & Legler	Young & Rubicam	1,000,000
(Carstairs and Myers rum)	Compton Advertising	Doherty, Clifford, Steers & Shenfield	1,000,000
(Gallagher & Burton whisky)	Warwick & Legler	Cohen, Dowd & Aleshire	———
Seeman Bros. (White Rose tea)	Al Paul Lefton Co.	Anderson & Cairns	400,000
Shell Oil Co. (Except institutional and chemical accounts)	Ogilvy, Benson & Mather (Effective Dec. 1)	J. Walter Thompson Co.	11,000,000
Sherwin-Williams Co.	Griswold-Eshleman Co.	Fuller & Smith & Ross	1,500,000
Simoniz Co.	Dancer-Fitzgerald-Sample	Young & Rubicam	5,000,000
Sofskin Inc.	Kastor, Hilton, Chesley, Clifford & Atherton	Fletcher Richards, Calkins & Holden	500,000
Springs Mills (Springmaid sheets)	Altman-Stoller Advertising	Lennen & Newell	400,000 to 500,000
Sterling Forest Corp. (Sterling Forest Gardens & Sterling Forest Peat)	Wexton Co.	J. C. Bull Inc.	250,000
Stromberg-Carlson (commercial products and bulk of electronics division)	D'Arcy Advertising Co.	Rumrill Co.	———
Sunkist Growers (Fresh lemons, U.S. account)	Leo Burnett Co. (Effective Nov. 1)	Foote, Cone & Belding	1,330,000
S&W Fine Foods	Doyle Dane Bernbach Inc.	Honig-Cooper & Harrington	500,000
Thomas Products Corp. Ltd. (Revlon products, Canadian account, except Top Brass)	MacLaren Advertising	Stanfield, Johnson & Hill	500,000
Toni Co. (Prom permanent and White Rain shampoo)	Clinton E. Frank Inc.	Tatham-Laird	1,800,000 to 2,000,000
Trans Canada Credit Corp.	Spitzer & Mills	R. C. Smith & Son	250,000-300,000
Trans World Airlines (int'l acct.)	Foote, Cone & Belding	Dolan, Ducker, Whitcombe & Stewart	850,000
Trifari, Krussman & Fishel (Trifari jewelry)	Rockmore Co.	Grant Advertising	300,000
Underwood Corp.	Geyer, Morey, Madden & Ballard	J. M. Mathes	500,000
Union Oil Co. of Cal. (broadcast account)	Young & Rubicam	Erwin Wasey, Ruthrauff & Ryan	3,000,000
Union Tank Car Co. (Graver Tank & Mfg. Co., Phoenix Mfg. Co.)	Earle Ludgin & Co.	Ladd, Southward & Bentley	250,000
(Graver Water Conditioning Co., Union Overseas Co., Graver Oil & Gas Equipment)	Earle Ludgin & Co.	Earle Ludgin & Co. No previous agency	250,000
United Aircraft Corp. (Hamilton Standard division)	Wilson, Haight, Welch & Grover	Chambers, Wiswell, Shattuck, Clifford & McMillan	———
Universal Match Corp. (Match and Armanent divisions)	D'Arcy Advertising Co.	Gaynor & Ducas	———
Vick Chemical Co. (Vicks cold tablets)	Sullivan, Stauffer, Colwell & Bayles	Ogilvy, Benson & Mather	1,000,000
Warner-Lambert Pharmaceutical Co. (Bromo-Seltzer)	BBDO	Warwick & Legler	2,500,000
Warner-Lambert Canada Ltd. (Listerine and Standard Laboratories, including Super Anahist)	Breithaupt Milson	F. H. Hayhurst & Co.	250,000
(Bromo Seltzer)	McKim Advertising	F. H. Hayhurst & Co.	250,000
Webcor Inc.	North Advertising	John W. Shaw Advertising	300,000
White Stag Mfg. Co. (women's division)	Ellington & Co. (effective Fall, 1960)	Doyle Dane Bernbach Inc.	225,000
Wilson & Co. (meat advertising)	Campbell-Mithun	Kenyon & Eckhardt	1,500,000
Wool Bureau	Hockaday Associates	J. Walter Thompson Co.	750,000
Woolite Co.	Daniel & Charles	Charles W. Hoyt Co.	———

*This is on an interm basis until Dec. 31.

If you are not getting Powderless Etched *copper* process or monochrome reproductions from your engraver, you are being short changed out of a development of vast importance affecting quality in the publication run.

This is straight talk to you engraving buyers.

HUTCHINGS & MELVILLE, INC. *Photoengravers*

SPECIALISTS IN POWDERLESS ETCH OF *copper* ORIGINALS

4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

Outdoor Boosts Meier, Clark

T. J. Meier, manager of the Kansas City branch of General Outdoor Advertising, has been named manager of the company's New York branch, succeeding J. L. Burke, who joined the Packer Corp. in an executive capacity. Thomas F. Clark, formerly assistant director of the central region, has been appointed to succeed Mr. Meier.

Chicago's Elite Hotel
overlooking Lake Michigan
on the Gold Coast

Only five minutes from downtown . . . steps from famous restaurants and exclusive specialty shops. Luxurious air-conditioned rooms, suites and apartments by the day, month or year.

Donald O. Cronin Manager

LAKE SHORE DRIVE HOTEL

181 E. Lake Shore Drive SU 7-8500

Weekley & Valenti Adds One

Southwestern Industrial Electronics Co., Houston, has appointed Weekley & Valenti, Houston, to handle its advertising and public relations. SIE, which invested $125,000 last year, primarily in business publications, is a supplier of electronics equipment for the oil industry.

SATURDAY EVENING POST NOW-TV SEE CENTER SPREAD

1ST SAX CPM

Look behind the "Numbers Game"...

SUNDAY Magazines

When you look behind the media "numbers game," one fact is clear – SUNDAY Magazines don't have to play games because:
More people read SUNDAY Magazines than any other magazine published.

Eighteen million three hundred thousand copies of SUNDAY Magazines enter American homes every Sunday. Go in with them.

There's no better day, no better way to reach 50% of the families in the top 50 markets where 50% of all retail sales are made – than with SUNDAY Magazines' 50-50-50 plan. Call a SUNDAY man today and find out why the most sophisticated media buyers regard SUNDAY as the "Best Buy."

More people read **Sunday** than any other magazine

SALES OFFICES: 260 Madison Avenue New York 16, N. Y. MUrray Hill 9-8200

Chicago 1710 Tribune Tower • Detroit New Center Building • Los Angeles 3460 Wilshire Boulevard San Francisco 155 Montgomery Street

Kraft, Smith & Ehrig Has Double Anniversary

Kraft, Smith & Ehrig, Seattle agency, recently celebrated a combined first and 34th anniversary. The agency operated for the past 34 years as the Seattle office of Honig-Cooper Co. until a year ago when KS&E was formed by Warren E. Kraft Sr., Hugh A. Smith, Donald B. Kraft, Jack Ehrig and Warren Kraft Jr.

Colgate Tests Toothbrush

Colgate-Palmolive Co., New York, is test marketing a new 89¢ Colgate toothbrush in Peoria, Ill., and elsewhere. The brush resembles the Double-Duty brush introduced by Pro-Phy-Lac-Tic several years ago, in that it has a red inner core of harder bristles for cleaning teeth and a white outer layer to massage the gums. Two-color newspaper pages are running.

MIXED COMPANY—*Seagram-Distillers Co. uses guys, gals and recipes in this color spread, set for July 19 issue of Look and July 25 issue of Life, to suggest how consumers can cool off with Seagram's Extra-Dry gin. Newspaper ads, plus pages in Cue, Esquire and Promenade, are also being used in the warm weather promotion. Warwick & Legler, New York, is the agency.*

Mid American Opens Branch

Mid American Advertising Agency, Parkersburg, W. Va., has opened an eastern marketing division at 1620 Locust St., Philadelphia. Heading the new office is Tyson L. Janney, former advertising manager, National Fruit Product Co., Winchester, Va.

Boostair Appoints Doner

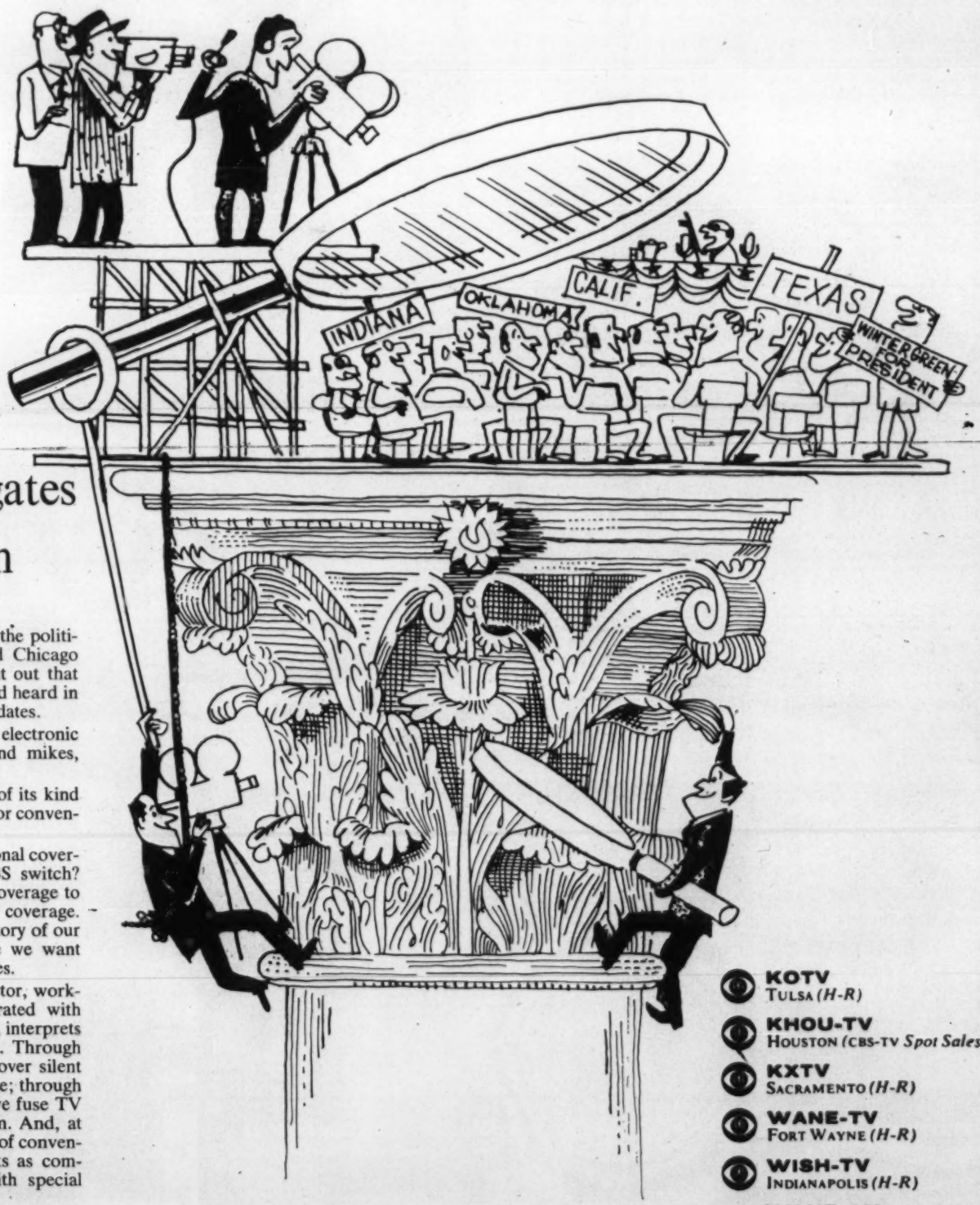
Boostair Corp., Washington, a subsidiary of Universal Fuel & Chemical Corp., has named W. B. Doner & Co., Baltimore, to handle its advertising and promotion.

SERVICE IS MORE THAN JUST A WORD AT **LAKE SHORE** ELECTROTYPE DIVISION

3M PRE-MADEREADY ELECTROTYPES
REILLYTYPES · REILLY PLASTICTYPES
R.O.P. COLOR NEWSPAPER MATS
ENGRAVING SERVICE DEPARTMENT

1224 W. VAN BUREN · CHICAGO 7, ILL. · SEeley 8-1010

Unequal Time for the Delegates from Corinthian



When the smoke clears away from the political conventions in Los Angeles and Chicago this summer, someone may well point out that Corinthian's "delegates" were seen and heard in their home areas more than the candidates.

The reason is simple: They went as electronic reporters, complete with cameras and mikes, curiosity and zeal.

In the first major TV-group effort of its kind Corinthian is fielding a 14-man team for convention coverage.

Why go to such expense, when national coverage is on tap at the flick of a CBS switch? Because we want *local* and *regional* coverage to complement CBS's superb national coverage. Because we want to tell an intensive story of our respective state delegations. Because we want to view national events with local eyes.

Each Corinthian station news director, working with his own cameraman, saturated with knowledge of local political situations, interprets events for his specific local audience. Through video tape, sound on film and voice over silent film, we provide audio-visual coverage; through on-the-spot reporting via telephone we fuse TV and radio into one electronic medium. And, at a time when the conventional pattern of convention coverage is to sell station breaks as commercials, we're integrating them with special political reports.

In a special sense, Corinthian is playing politics for all it's worth—the politics of intensive, explicit local news coverage. This is not group journalism. *It is individual station journalism through group organization.*

Our five TV and two radio stations thus achieve even greater identification with their regional audiences—and vice versa.

KOTV TULSA (*H-R*)
KHOU-TV HOUSTON (CBS-TV *Spot Sales*)
KXTV SACRAMENTO (*H-R*)
WANE-TV FORT WAYNE (*H-R*)
WISH-TV INDIANAPOLIS (*H-R*)
WANE-AM FORT WAYNE (*H-R*)
WISH-AM INDIANAPOLIS (*H-R*)

Responsibility in Broadcasting

THE CORINTHIAN STATIONS

PHOTO REVIEW OF THE WEEK

Wittcoff Wilkey Stanton

GIFT—*Frank Stanton, president, CBS, presents a $75,000 gift in cash and equipment for the St. Louis educational tv station, KETC, to Raymond H. Wittcoff, chairman of the St. Louis educational television commission. Gene Wilkey, general manager of KMOX-TV, St. Louis CBS-owned station, looks on. Mr. Stanton made the presentation at a dinner in St. Louis for 165 educational, business and community leaders (see story on Page 88).*

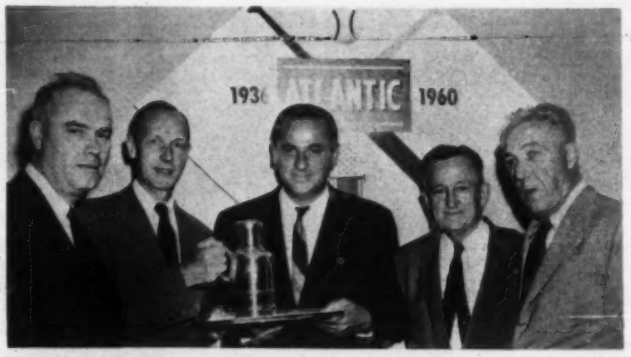
THREE DEEP—*Jacob Ruppert, New York brewer, is using about 1,400 outdoor posters like this in its nine-state marketing area. Layout repeats new Ruppert label three times, the first being big enough for easy reading and the last small enough to show the whole bottle. The agency is Norman, Craig & Kummel, New York.*

Nystrom McCarthy Lockley Dunlap

SCHOLARLY—*Good Housekeeping recently sponsored a back-to-school marketing seminar for salesmen attending its annual sales convention. Among the speakers were Paul H. Nystrom, professor of marketing emeritus, Columbia University, and Dr. Lawrence C. Lockley, professor of business administration, University of Santa Clara. Hosts to the academicians included Good Housekeeping's vp of marketing and personnel, Luke McCarthy, and Harry M. Dunlap, publisher.*

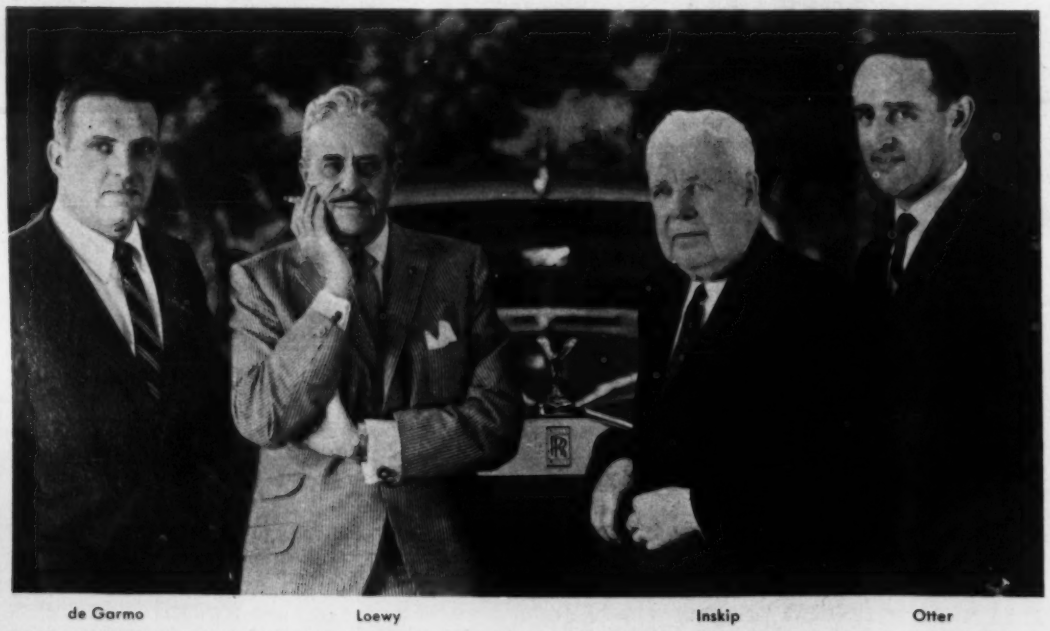
Silton Paxson Craigle

TOP AWARD—*Howard Paxson, president, Paxson Advertising, Benton Harbor, Mich., receives the Lee Donnelley Memorial Trophy, top award in the First Advertising Agency Group annual competition, for his agency. Presenting the award are Walter T. Craigle, Grimm & Craigle, Chicago, and Jason Silton, Silton Bros., Callaway Inc., Boston, president of the group. The trophy is given for the most outstanding entry of all entries in the annual competition. There were 243 entries at the competition. Paxson took five firsts and two citations of excellence at the meeting, held in Dallas.*



O'Connell Supplee Carpenter Galbreath Frick

MAJOR LEAGUERS—*Four major league baseball clubs honored Atlantic Refining Co., Philadelphia, and its agency, N. W. Ayer & Son, at a dinner in Philadelphia's Connie Mack Stadium for sponsoring 25 years of baseball broadcasting. Henderson Supplee Jr., president of Atlantic, holds a carafe and tray presented by Dick O'Connell, business manager, Boston Red Sox; Bob Carpenter, president, Philadelphia Phillies; John W. Galbreath, president, Pittsburgh Pirates, and Ford Frick, baseball commissioner.*

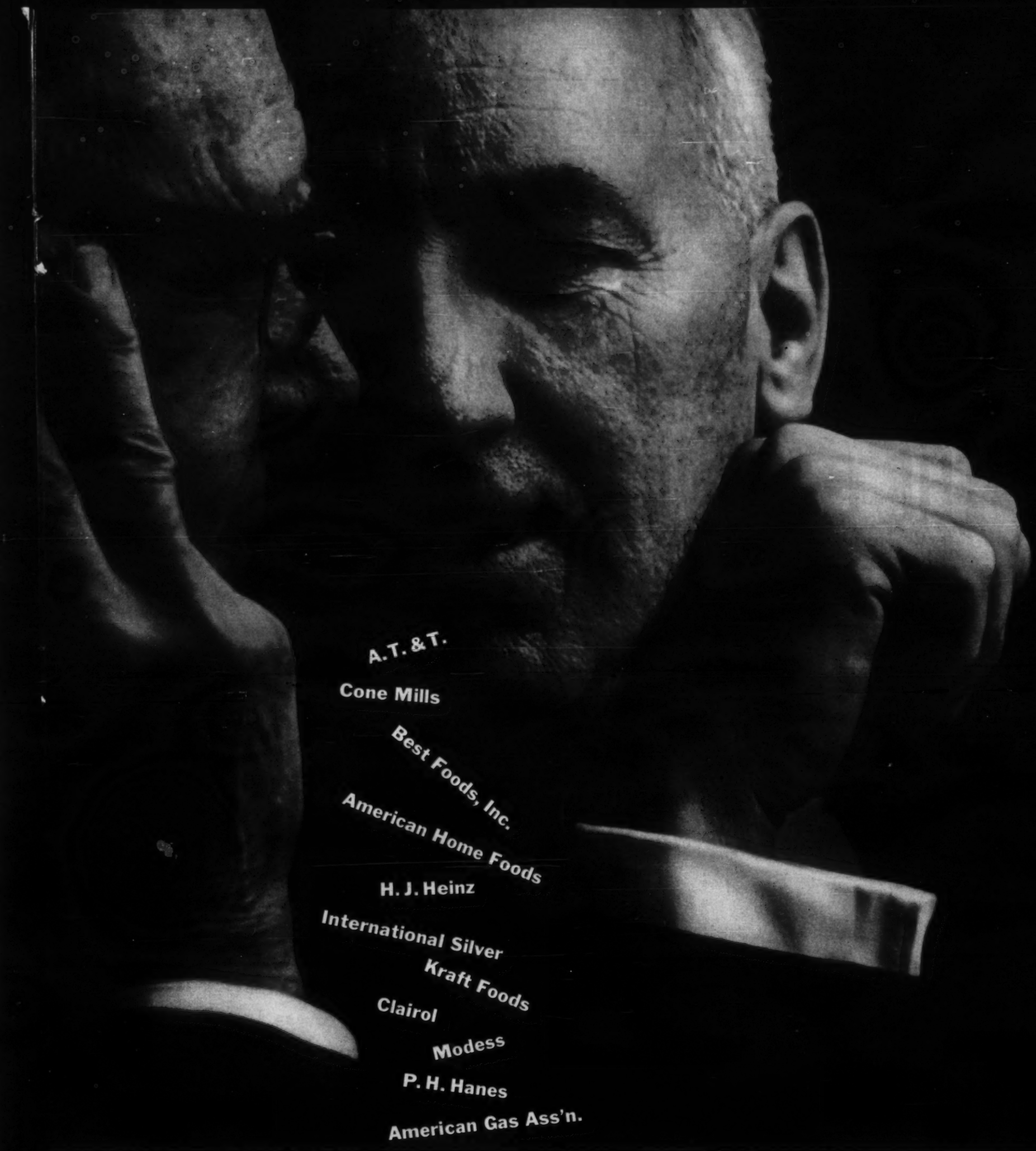


de Garmo Loewy Inskip Otter

NEW ROLEX ENDORSERS—*Designer Raymond Loewy and J. S. Inskip, imported car distributor and dealer, will offer testimonials for the Rolex watch in new campaign breaking this summer in The New Yorker, Social Spectator, Sports Illustrated and U. S. News & World Report. Endorsees are flanked here by John de Garmo, president, and Bob Otter, of de Garmo Inc., the Rolex agency. Mr. Inskip, rarely photographed, shows enough camera presence to stand aside and let one of his products be shown.*

Simon Limey Nash

ONE FOR THE 'ROAD'—*P. G. Simon, sales manager of L. Rose & Co., maker of Rose's lime juice; "Limey" sailor Vic Watson, and Don Nash of Sports Illustrated, take a breather after distributing Gimlet cocktail kits to each yachtsman going in the Bermuda races. Other essential ingredient, gin, was supplied by Nicholson's Lamplighter, through Erwin Wasey, Ruthrauff & Ryan. Kits also carried seaman's cocktail flag and warranty of membership in Ancient & Honorable Order of the Seagoing Rose.*

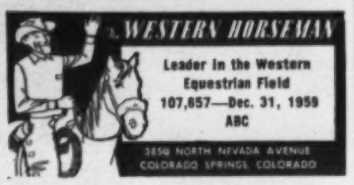


It's hard to resist name-dropping, considering some of the names we've picked up this year. The big ones are pouring into Redbook so fast that we booked as much business in four months of '60 as in all of '59. Everybody knows the Sixties belong to Young Adults. But not everybody knows what to do about it. The smart talk is about Redbook. The smart money is in Redbook—#1 choice of America's more-alive, need-everything, buy-now market. Redbook...The Magazine For Young Adults.

Another exciting publication of THE McCALL CORPORATION, 230 Park Avenue, New York 17, N.Y. Murray Hill 6-4600—and Chicago, Boston, Los Angeles

'Polo Unlimited' Names Reps

Polo Unlimited, Detroit, an annual, has named Good-Herwood-Hanna, New York, representative for the northeastern states, and Duncan Scott & Co. for San Francisco, Los Angeles and Chicago. William J. Herwood has been named director of advertising of the publication.



Lehman Joins Belden & Frenz

The corporate name of Belden & Frenz, Cleveland, will be changed Aug. 1 to Belden & Frenz & Lehman when A. W. Lehman joins the agency as a vp. Mr. Lehman has been associated with Richard T. Brandt Inc. as supervisor of construction equipment accounts.

B&W's $5,000,000 Ad Hike Backs New Brands

(Continued from Page 1)

joined B&W in 1932 as a clerk in the accounting department. "It was the depression—and I was glad to get anything," he said. He drifted into the advertising area six months after he joined the company.

"Advertising is more important today than ever before," Mr. Burgard pointed out. "In the old days, I remember our salesmen used to look at our ad budget and say, 'Why not give me some of that money?' Today, they say, 'Why aren't we using more television?'

"Or they say, as one of them said last week, 'I account for so much of our sales, am I getting that share of the ad budget for my area?'

"It's an entirely different climate. Today, the first thing a chain wants to know before taking a new brand is how much we are spending on advertising."

As one of the industry's smaller-volume producers—the company's total cigaret sales still do not equal those of Camel or Pall Mall—Brown & Williamson must spend a higher proportion of sales on advertising than the two giants. American Tobacco Co. and R. J. Reynolds Tobacco Co. have volumes of $1 billion, but their ad budgets are only about one-third higher than B&W, which has estimated sales of $450,000,000.

■ B&W sells its cigarets to wholesalers for $9 per 1,000. The federal government gets $4 of this price, leaving the company with 10¢ per package of 20. Ralph Quick, B&W's financial vp, told AA that marketing costs take up about 1½¢ of this 10-cent return.

In 1959, B&W's expenditure per brand was something like this:

Viceroy	$11,000,000
Kool	$ 6,000,000
Life	$ 5,000,000
Raleigh	$ 4,500,000

An additional $1,500,000 covered test marketing on Belair and Kentucky Kings and promotion of other company brands, which include Sir Walter Raleigh pipe tobacco; Tube Rose snuff; du Maurier cigarets; Bugler, Target and Kite roll-your-own cigaret tobaccos and Bloodhound chewing tobacco.

■ Still in limited distribution—although it is not advertised—is Wings, the cigaret which became a big depression seller for B&W on the basis of its price—10¢ a pack. It continues to have some loyal customers, in California particularly. It sells for three or four pennies less than advertised brands.

No figures are available on pipe tobacco sales, but B&W believes Sir Walter Raleigh—which gets advertising exposure on national tv shows—runs neck-and-neck with R. J. Reynolds' Prince Albert for brand leadership.

B&W claims 90% of the roll-your-own cigaret business. The biggest per capita market is Texas, with sections of Pennsylvania and Montana also strong. The B&W people in Louisville say they can always foretell recessions—sales of Bugler, Target and Kite start to move up.

■ Along with other multi-brand marketers, B&W is learning to juggle its television lineup to give emphasis to different brands. When B&W announced, as it did in May, that it planned to spend $11,000,000 to introduce Belair nationally, this figure did not represent all new money. A good part of it was television time borrowed from other brands.

Mr. Burgard has a theory that with an established brand such as Viceroy it is possible to stop all advertising for three weeks and still not feel it. B&W's basic marketing strategy then is to buy an array of network television shows and fit its products into this lineup. Network buys are backed by a strong spot tv program, divided into two parts—first 12 markets, and 13th through 23rd markets.

John W. Burgard

■ Mr Burgard said that in 1960 television will account for 80% to 85% of B&W's plus-$30,000,000 ad budget. Tv has become so important to the company that it recently hired Arthur Ericksen from Batten, Barton, Durstine & Osborn's New York office to come to Louisville and work solely on television.

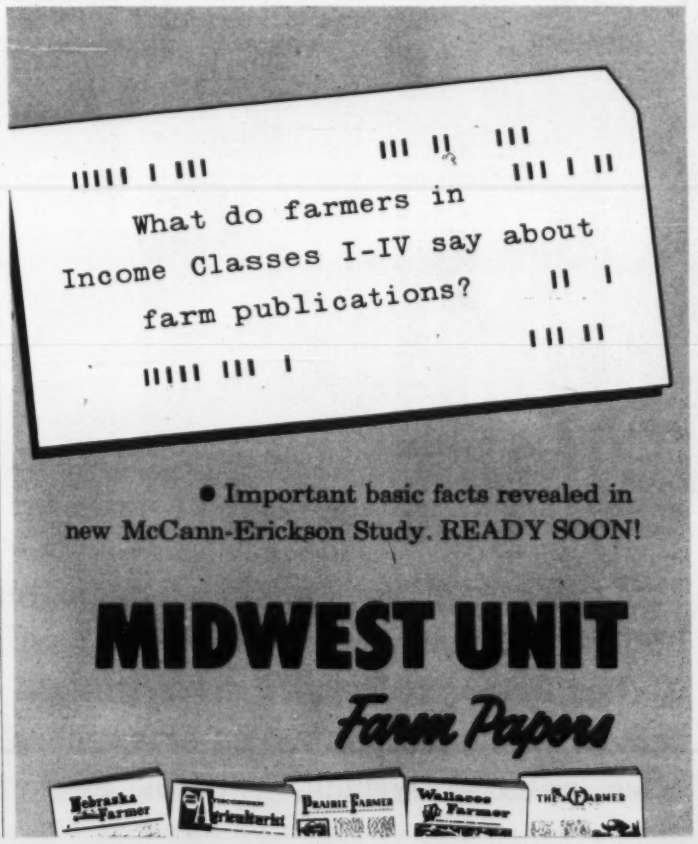
In the second half of this year, B&W will be represented in network tv with three CBS shows—"Checkmate," "Wanted Dead or Alive" and "Texan"; nine ABC shows—"Bourbon St. Beat," "Surfside 6," "Sugarfoot," "Bronco,"

THE GAP WIDENS!

With over 600,000 average weekday circulation, the Journal-American now has 75.9% as much as the World-Telegram and Sun and the Post *combined*—the largest share of the evening field it has ever attained in its history!

From A.B.C. Publisher's Statements for 6 months ending March 31, 1960. The evening Journal-American now has over 140,000 more circulation than the World-Telegram and Sun and over 270,000 more than the Post.

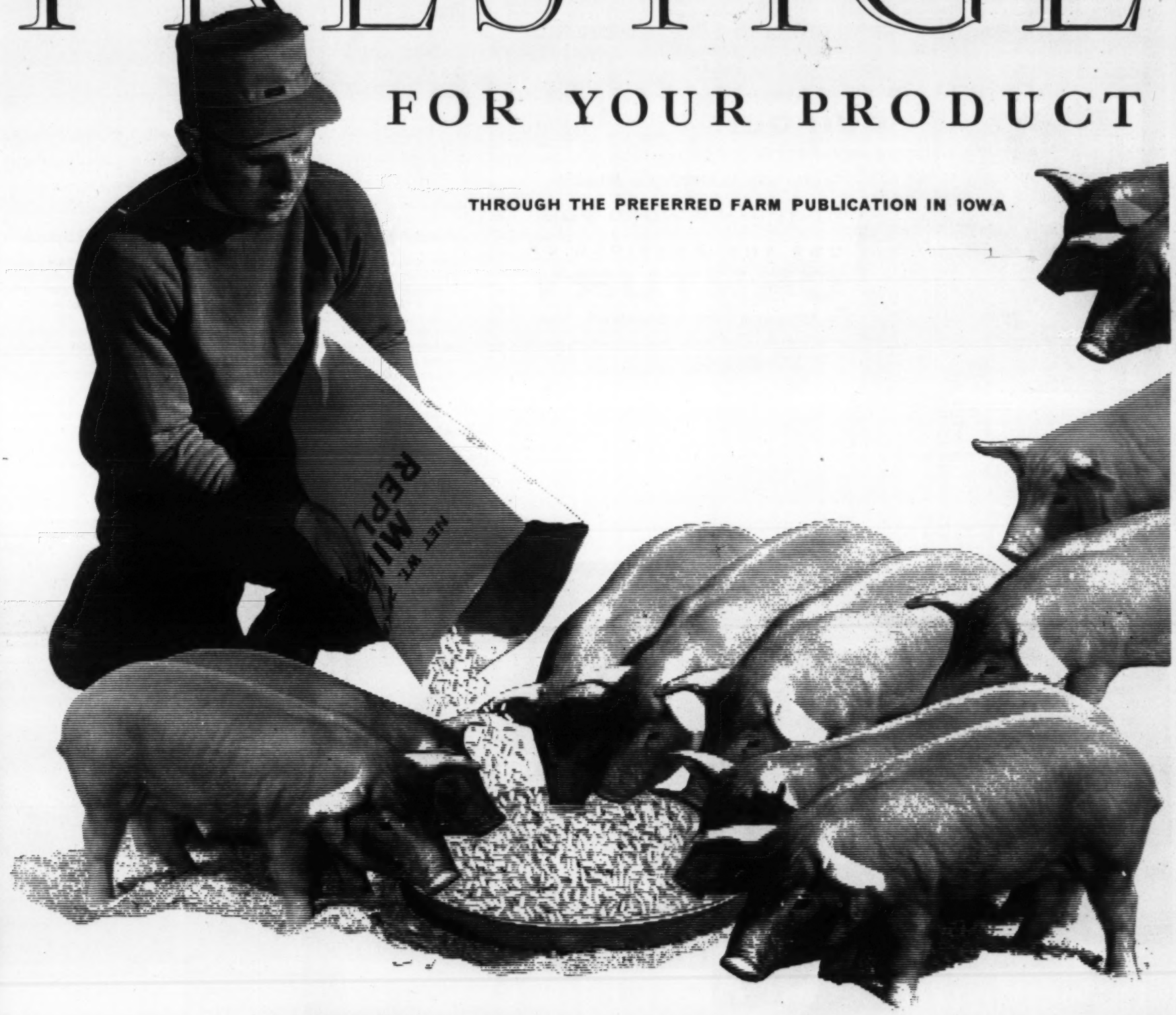
The N.Y. Journal-American is represented nationally by Hearst Advertising Service Inc.



PRESTIGE

FOR YOUR PRODUCT

THROUGH THE PREFERRED FARM PUBLICATION IN IOWA



Wallaces Farmer

Overwhelming Preference At Every Influence Level Proves Wallaces Farmer the Dominating Agricultural Selling Force in Iowa

SURVEY
Wallaces Farmer
PROVED
IOWA FARMERS
1ST PREFERENCE

If you were to go out tomorrow and conduct a survey of farm publication preference in Iowa, here's what you would find: Iowa farmers name Wallaces Farmer their preferred farm publication 4 to 1 over the next highest publication. Their wives name Wallaces Farmer by the same margin over the next highest general-interest women's magazine.

Your dealers in rural Iowa (that's most of Iowa) prefer Wallaces Farmer—as the place to advertise the products they sell—up to 10 to 1 over the next publication.

Agricultural leaders—county agents—answer by the same margins.

These figures have been substantiated in repeated surveys—are the measure of prestige of Wallaces Farmer in Iowa.

If you want maximum impact on the minds of Iowa farmers and their wives . . . maximum effect on your dealers . . . maximum help from the men who influence farmers, Wallaces Farmer is your hands-down choice. Be absolutely sure it's on your advertising schedules.

In 1959, Wallaces Farmer ranked first among all farm publications in commercial advertising lineage.

WALLACES FARMER
1912 Grand Avenue, Des Moines 5, Iowa

Member of **MIDWEST FARM PAPER UNIT**, 35 E. Wacker Dr., Chicago 3; 250 Park Ave., New York 17 • West Coast Representative: TOWNSEND, MILLSAP & CO., 110 Sutter St., San Francisco 4; 159 S. Vermont, Los Angeles 4

Kentucky Kings

"Stagecoach West," "Colt 45," "Naked City," "Wednesday Night Fights" and "ABC Post Box"; and five NBC daytime shows—"Concentration," "Dough-Re-Mi," "Play Your Hunch," "Young Dr. Malone" and "From These Roots."

Effective in July, the company will also be trying, for the first time, to get greater corporate identification. In addition to saying, "This program has been brought to you by Viceroy cigarets," the B&W logo will be pushed into the foreground and the soundtrack will say, "maker of these other fine cigarets . . . "

■ The new corporate consciousness is reflected also in the recent retention of Carl Byoir & Associates as pr counsel. A Byoir man, Carl High, now sits in Louisville. "It seemed to be the fashionable thing to do—to have a public relations consultant," Mr. Burgard cracked, but he quickly added: "Seriously, it's something we needed badly for a long time."

Magazines and newspapers, transportation advertising, sampling and point of sale round out the B&W ad schedule. Mr. Burgard said radio has not been used since the third quarter of 1959. "We felt we were not getting a good deal there," he explained.

The print schedule has been trimmed, but Belair is making heavy use of newspaper supplements, and Kentucky Kings is down for a big schedule in r.o.p. color newspaper pages.

■ "We used to be big in maga-

'What a Great Idea.

OUI! OUI!

You're always sure of quality when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

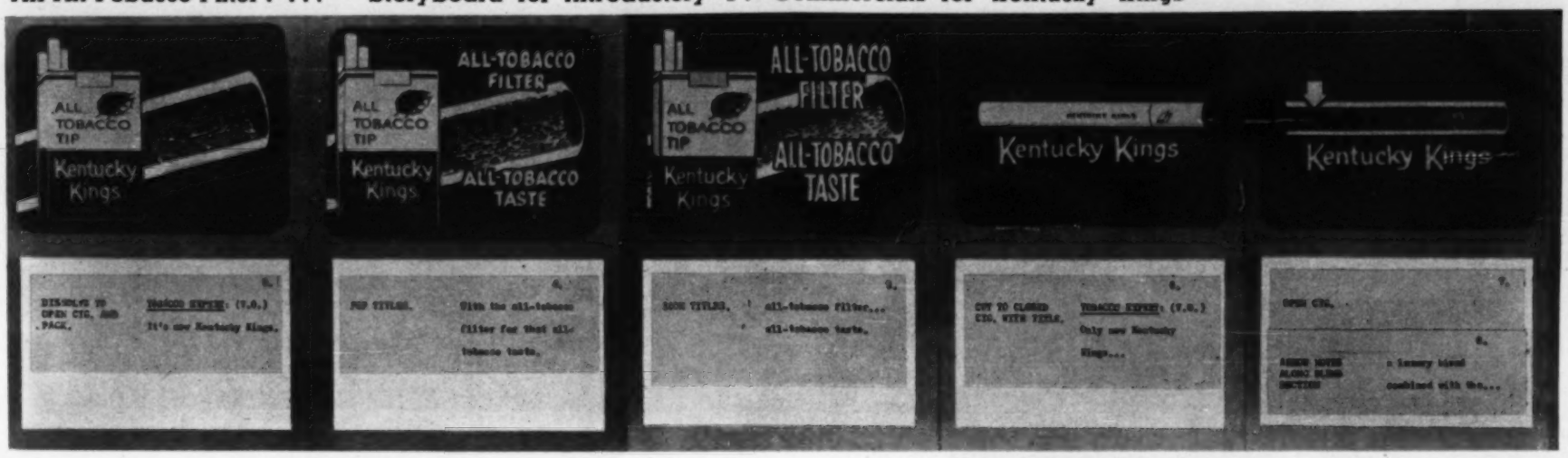
160 East Illinois Street, Chicago 11 • DElaware 7-1541

people respond to WHAS·TV

"WHAT'S YOUR QUESTION?"...We've had over 26,000!

Every week since April 10, 1951, Kentucky, southern Indiana and national newsmakers have faced the WHAS-TV audience to answer direct questions. More than 26,000 questions telephoned during the program have been answered on "What's Your Question?" Scheduled, since its inception, from 10:00 to 10:30 p.m., Wednesdays, the program regularly makes news through its guest participants' answers to viewers' challenging questions. Viewers invariably jam the WHAS-TV switchboard with their calls. Only a station that concerns itself day in and day out with the interests of its community can earn the respect that moves people to respond.

An All-Tobacco Filter!' . . . Storyboard for Introductory TV Commercials for Kentucky Kings



zines with Viceroy, but we switched last year to comics, because we thought that was a more logical place for the thinking man," Mr. Burgard noted wryly.

College newspapers are being used for both Viceroy and Kools. Mr. Burgard explained succinctly, "Surveys show that college kids don't even know non-filters exist."

Brown & Williamson now has all its chips behind the up-and-coming cigaret types—filters and menthols. It once had the menthol market all to itself with Kools. Menthols now represent 11% of the total market, and R. J. Reynolds has captured half of that with Salem, while sales of Kools have remained stationary. Belair is B&W's answer to Salem.

Mr. Burgard said that blind taste tests have shown that Salem smokers prefer Belair. He conceded that the story might be different with the brands showing.

■ What makes one brand sell and another gather shelf dust is still an intriguing problem—even to B&W top brass. They pointed out that American Tobacco expended $40,000,000 for advertising in a futile attempt to get Hit Parade off the ground. They noted that Newport and Oasis used similar themes,

but Newport has done twice as well.

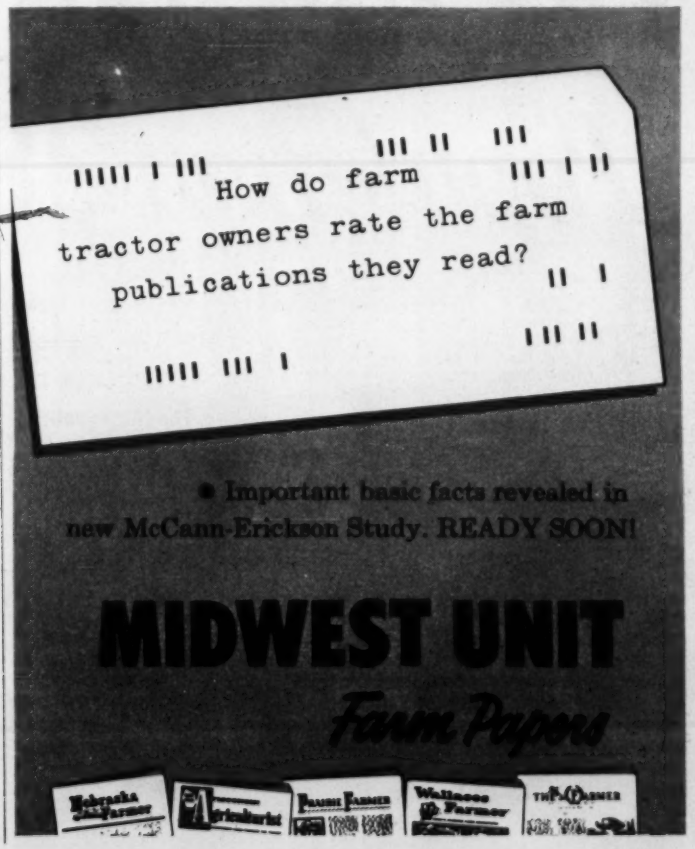
B&W suffered a debacle of its own recently with Life, which was groomed specifically to do battle with Kent in the high-filtration field. Life's advertising ran afoul of the Federal Trade Commission, and then the entire industry agreed to suspend high-filtration claims. As a result, Kent has remained in an impregnable position, while brands such as Life and Duke are all but dead.

With Kentucky Kings, B&W hopes to bridge the gap between non-filters and filters. Its analysis of the market shows that brands such as Pall Mall and Winston have high appeal for smokers switching from regular-size non-filter cigarets, and this is the slot it is eying for Kentucky Kings.

■ Is the tobacco industry becoming like the drug industry—a business of new products? B&W executives here will not go as far as to say this, but they do report that companies in the industry are watching one another warily these days, with no one willing to let a competitor get a big jump with a new cigaret type. B&W thus fully expects that if Kentucky Kings meets with success, it will soon have competition. As a matter of fact, Louisville has heard that Philip Morris already has an all-

WHAS·TV
CHANNEL 11
LOUISVILLE
11
Foremost In Service, Best In Entertainment

316,000 Watts • CBS-TV Affiliate • Victor A. Sholis, Director • Represented Nationally by Harrington, Righter & Parsons, Inc.



tobacco filter brand in the works.

One of the sweet aspects of Brown & Williamson's picture these days is its Raleigh brand, which is definitely on the upswing. Raleigh sales increased 11% last year to eight billion units, and they are running ahead again this year, approaching the high volume they enjoyed in the '30s.

■ Raleigh is sold with coupons—one to a pack, 14 in a carton—and Milton Rush, 20-year B&W veteran who heads this premium operation, credits trading stamps with helping the brand. He pointed out that the spread of trading

stamps has helped to gain greater public acceptance for coupons.

For B&W, this is a business within a business. In 1959, the company redeemed 380,000,000 coupons; the total this year is expected to reach 430,000,000. There are 50 people in Mr. Rush's department, and five warehouses are used to stock premium merchandise. Mr. Rush ships an average of 70,000 gifts a month. Helen Hart, Raleigh's mythical director of consumer service, answers 7,000 letters monthly.

An expanded Raleigh premium catalog is now in preparation. It will offer 287 items, compared with 237 in the current catalog. The most popular premiums are (in order): Electric coffee percolators, power tools, aluminum ware, lawn supplies, food slicers, electric skillets, clocks, fishing tackle, bathroom scales and pantry ware.

■ Because of the way the brand is sold, B&W knows precisely how many people smoke Raleighs. Mr. Rush said there are now 1,500,000 Raleigh smokers in the country. He said 82% of Raleigh coupons are eventually redeemed.

According to Mr. Rush, the Raleigh smoker who redeems the coupons gets back in merchandise 6% to 8% of the price he pays for the cigarets. B&W buys goods direct from manufacturers at wholesale prices. The company assigns an arbitrary value of 0.75¢ for each coupon.

The premiums are, of course, an advertising expense. Thus, in 1959 the 380,000,000 redeemed coupons meant an expenditure of $2,750,000 for Raleighs—in addition to what was spent for the brand in regular media. This year premium expenses will go over the $3,000,000 mark.

■ Not too many people may remember that at one time B&W sold all its brands—including Kools and Viceroy—with premiums. The company ran into trouble during World War II, when it was difficult to get premium merchandise. And in 1944, it scrapped the entire premium operation.

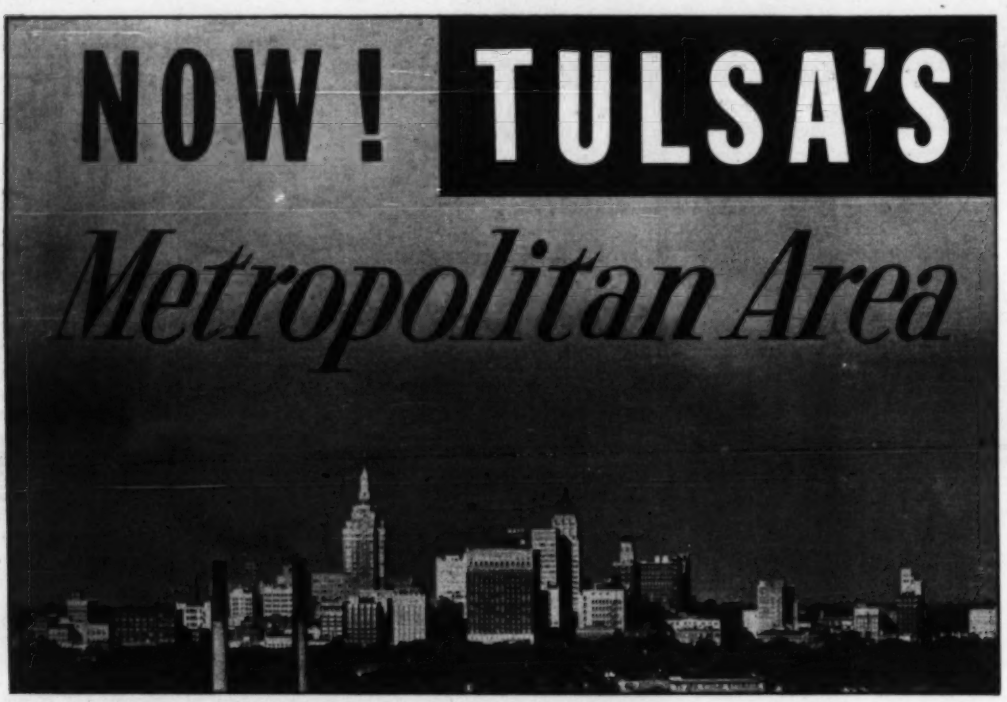
After the war it tried to sell all its brands without premiums—but it did not have too much success with Raleighs. It commissioned a survey which showed that people still thought of Raleighs as a coupon cigaret. Coupons were then reintroduced with the brand in 1949, and sales doubled to more than six billion units in a year.

One other B&W brand, Tube Rose snuff, is also sold with premiums.

■ Although attention is never drawn to it, Brown & Williamson is a wholly owned subsidiary of British-American Tobacco Co., London-headquartered holding company, which has some 50 subsidiaries throughout the world. British-American bought B&W in 1927.

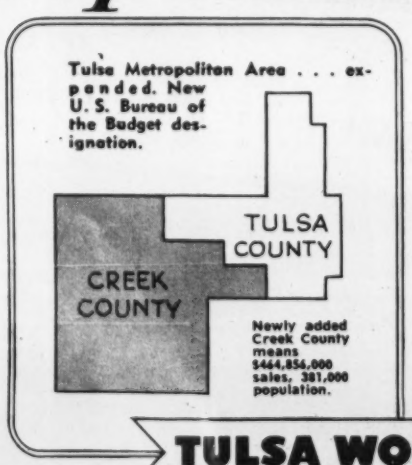
Ted Bates & Co., New York, is

NOW! TULSA'S *Metropolitan Area*



EXPANDED ...*New*

Population 381,000


Tulsa Metropolitan Area . . . expanded. New U. S. Bureau of the Budget designation.
TULSA COUNTY
CREEK COUNTY
Newly added Creek County means $464,856,000 sales, 381,000 population.

Now Creek County, whose main city, Sapulpa, is only 12 miles from Tulsa, is logically added to Tulsa's Metropolitan Area. This new definition of the TRUE Tulsa Metropolitan markets means more sales! Remember, You're Not in Oklahoma unless you're "in" Tulsa. Use the Oil Capital Newspapers . . .

*From 1959 SM. Survey of Buying Power

TULSA WORLD TULSA TRIBUNE

MORNING ● EVENING ● SUNDAY

Represented Nationally by The Branham Co., Offices in Principal U.S.A. Cities

Over 425,000 Awards to Juniors . .

Issued *annually* for marksmanship achievements, under the supervision of 360,000 adult male readers!

Write for sample copy.

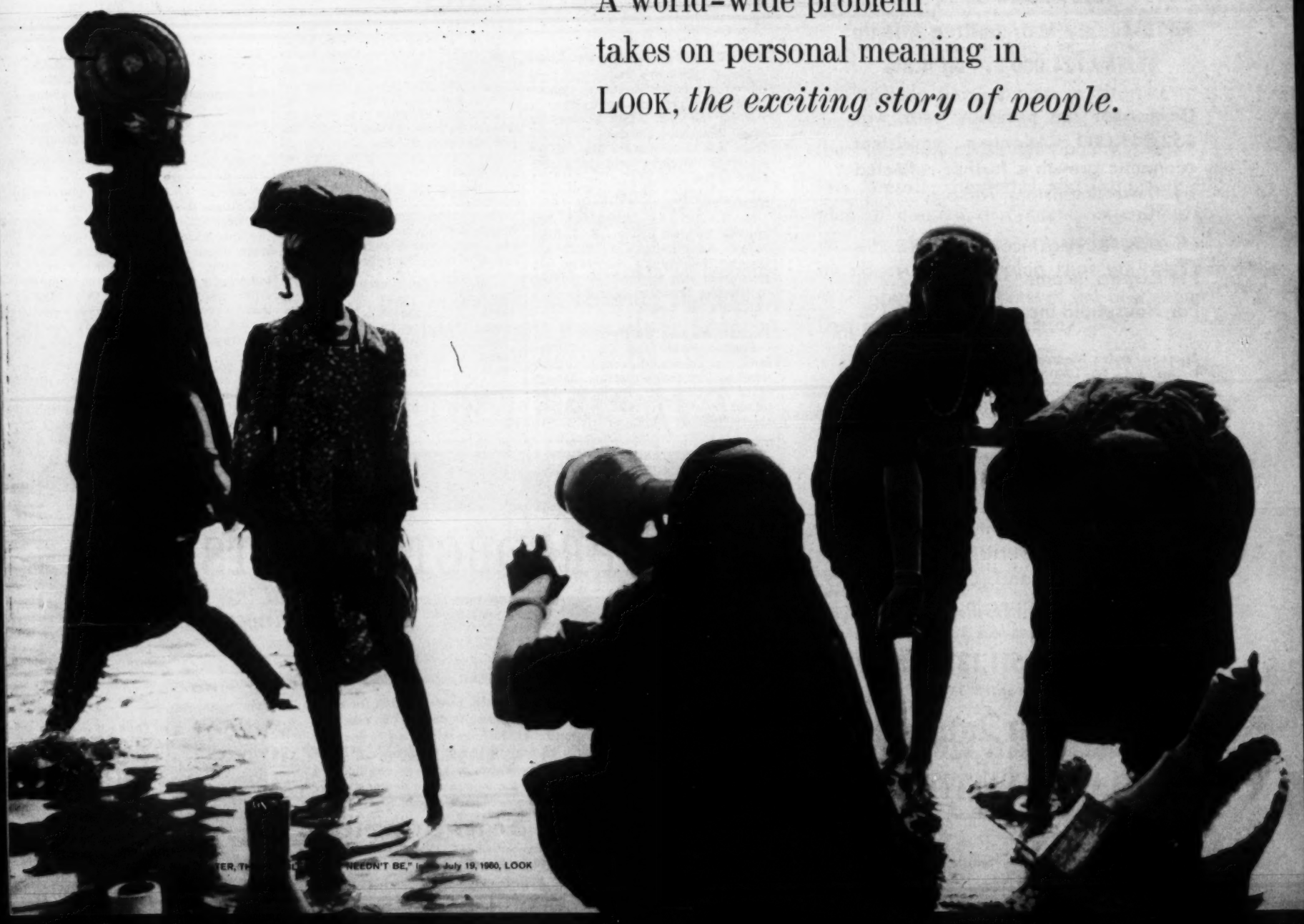
The AMERICAN RIFLEMAN Magazine

SCOTT CIRCLE WASH. 6 D.C.

In Egypt, they go to the Nile for water...
and there is never enough.
In America, the water comes to us...
but the wells are running dry.
In Israel, a man named Zarchin
says he can make salt water sweet,
turn oceans into reservoirs.
His success could mean more to mankind
than the harnessing of the atom.
The current LOOK tells the story of
water in terms of the people involved—
those who seek it, those who are finding it.
A world-wide problem
takes on personal meaning in
LOOK, *the exciting story of people.*

LOOK

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER



ATLANTA

–population now officially*

ONE MILLION

–continues growth beyond the

BILLION DOLLAR

retail sales bracket

—o—

1959 Retail Sales

for 5-county Metropolitan Atlanta

$1,369,724,000 . . . up 4.8%

Gain over the previous year was $62,841,000. Atlanta's consistent economic growth is further reflected by these important factors:

Effective Buying Income	up	12.2%
Per Capita Income	up	7.2%
Per Household Income	up	6.1%

Sources: Sales Management Survey of Buying Power, July 10, 1960; Atlanta SMA population, Metropolitan Planning Commission estimate, as of 10/10/'59. *U.S. Bureau of Census.

—o—

Now, more than ever, mass movement of goods in Atlanta and Georgia demands advertising in The Atlanta Journal and Constitution, the largest newspaper in the South.

462,993 daily • 511,131 Sunday

ABC Pub's. Statement, 3/31/60

The Atlanta Journal

Covers Dixie Like the Dew

THE ATLANTA CONSTITUTION

The South's Standard Newspaper

Represented by Kelly-Smith Co.

Kentucky Kings

today the prime agency for B&W, handling all brands but Raleigh, which has been with Keyes, Madden & Jones, Chicago, and a predecessor agency, Russel M. Seeds Co., for many years.

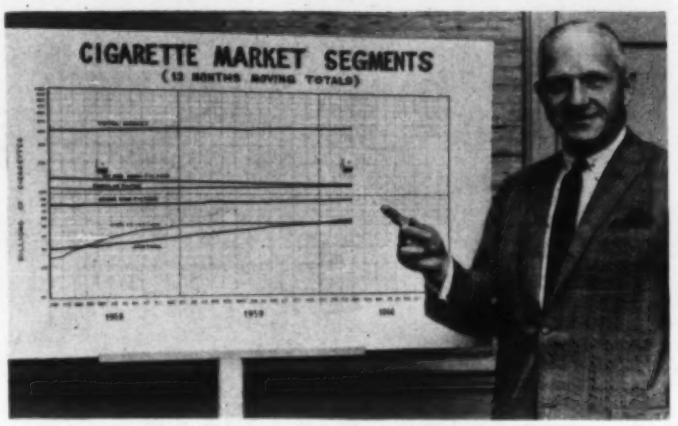
Bates entered the picture in 1946, when it was assigned Raleigh's print advertising. It later added Viceroy and Kools from Batten, Barton, Durstine & Osborn, surrendering the Raleigh print portion to Seeds in 1948.

A Bates table of organization sent to Louisville shows that the agency has 83 people involved, one way or another, on the account. Account group head is Archibald McG. Foster.

Bates' hard-hitting advertising style embroiled B&W in controversy right from the start. The first campaign the agency did for the tobacco company in 1946 was a "Less nicotine and less throat irritant" drive for Raleighs, featuring testimonials from such personalities as Byron Nelson, Babe Ruth, Tyrone Power, Ben Hogan and Ralph Bellamy.

■ The National Better Business Bureau immediately blasted the campaign as misleading, questioned the "scientific" evidence cited in the ads and asked "what right a few advertisers have to weaken the power of the advertising of thousands of businesses" by weakening public confidence.

In 1959, 13 years and many millions of dollars later, the FTC lodged a complaint against the advertising of Life cigarets, citing B&W, Bates and David Loomis, a vp of the agency. It was the first time in FTC history that an individual agency executive was cited in a complaint.



AT B&W HELM—*W. S. Cutchins, president of Brown & Williamson and onetime ad director of the company, shows how B&W divides the cigaret market into different segments, with Kentucky Kings, its newest brand, designed to occupy a slot between the filters and nonfilters. The most striking curve in the B&W chart is the menthol, which moved from 30 billion to 50 billion units in two years and is still climbing.*

Hamilton Names Two

Hamilton Watch Co., Lancaster, Pa., has appointed Melvin J. Evans manager of advertising operations and Raymond H. Schmidt advertising manager of Wallace Silversmiths, a Hamilton subsidiary. Mr. Evans, formerly export advertising administrator, joined the company in 1956. Mr. Schmidt, who will headquarter in Hamilton's Lancaster office, was formerly assistant advertising and sales promotion manager of Gorham Co.

McCarthy Named Media Head

Helen Macarthy, has been promoted to media director of Nahas-Blumberg Corp., Houston. Prior to joining the agency last November, Miss Macarthy headed the contract and sales service division of American Broadcasting Co.'s Chicago office.

Rosenfeld Opens Offices

S. I. (Chick) Rosenfeld has opened his own offices, S. I. Rosenfeld Advertising Co., with offices at 7316 Colgate, St. Louis. Mr. Rosenfeld was formerly a partner in Shaffer Brennan Margulis Advertising, St. Louis.

Penton Names Sullivan

Penton Publishing Co., Cleveland, has appointed Joseph C. Sullivan as Pittsburgh district manager of *Foundry*. Mr. Sullivan, who joined Penton in 1936, was formerly district manager of *Steel*.

B&W RUNS TO HOLD ON IN MULTI-BRAND DERBY

LOUISVILLE, July 5—The golden years for Brown & Williamson were 1950 through 1955 and the most golden year of all was 1953, when it introduced king-size Viceroy with a cellulose filter.

B&W started the decade with about 5% of the U. S. cigaret market. During those five years total cigaret sales remained fairly level. But B&W's sales more than doubled to give the company a 10% slice of the market.

The big difference was Viceroy, which quickly zoomed into the plus-20 billion class and stayed there, although its 1959 sales of 21.5 billion were six billion less than the record volume it chalked up in 1957.

Since 1955, however, Brown & Williamson has barely managed to keep pace with the industry advance, witness the following table:

Year	Total Cigaret Sales	B&W Share
1955	380 billion	10.4%
1956	390 billion	11.4%
1957	410 billion	11.4%
1958	435 billion	9.9%
1959	455 billion	9.7%

The company is hopeful that its new brands will make the early '60s a repetition of the early '50s. #

Consumer Optimism Dips, U. of Michigan Survey Center Finds

ANN ARBOR, MICH., July 5—"marked decline in consumer optimism" from February to May of this year has been noted by the Survey Research Center of the University of Michigan.

The center's survey of consumer attitudes and inclinations to buy said the explanation for the change "is found in the absence of favorable stimuli and in uncertainty about how a fast pace can be maintained in the economy, rather than being found in spectacular events."

The center ruled out declining stock market prices and the summit conference collapse as reasons for the reduced optimism. The center said relatively few people are aware of the weakening stock market. And it pointed out that the summit collapse came about midway in the survey, with answers not varying much between the "before" and "after" groups.

■ The survey showed some decline in buying plans. The February survey (AA, April 11), showed intentions to buy a car were 20% up over the year previous, but the intentions in the May survey were about even with May, 1959.

Buying intentions for several household appliances were "somewhat more frequent" this May than a year ago, the survey reported, but for tv sets they were less frequent. #

Reid Joins 'Oregonian'

Oliver A. Reid, formerly with Kendon Advertising Agency, has joined the promotion staff of the *Portland Oregonian*.

YOUR PRODUCT FACTS

(at the fingertips)

A Perrygraf Slide-Chart is a tested, powerful tool for more efficient and profitable selling. These simple devices put essential facts about your product at the fingertips. *Just turn a disc or pull a slide* to tell a sales story, select the proper size and style, show how equipment operates, or solve an engineering problem. If you have a complicated or demonstrative sales story to tell, you need a Perrygraf Slide-Chart.

FREE—36 page, full color booklet showing how Perrygraf Slide-Charts can work for you. 122 case histories. Write for free copy.

PERRYGRAF CORPORATION

1500-A Madison Street, Maywood, Illinois 150-A South Barrington Avenue, Los Angeles 49, Calif. Sales Offices in Principal Cities

Here is why journalists, too, praise the publication that executives everywhere rate "The Most Useful One."

a 1960 news item

(From a University of Missouri news release.)

"COLUMBIA, MO.—Seven prominent journalists, including Sir Winston Churchill, and a famous American business newspaper were presented with University of Missouri Honor Awards for Distinguished Service in Journalism . . ." The newspaper's citation reads, in part, as follows:

"To The Wall Street Journal, in recognition of its faithful reporting throughout the past seventy years of the financial and business news of the United States;

"its notable development in the last two decades by means of regional editions and the expansion of its news policy . . .

"its carefully integrated and administered plan of control of content, extending to its news, its commentary, its features, and its advertising—a plan that makes The Wall Street Journal one of the best organized newspapers in America..."

a 1951 editorial

(Wall Street Journal editorial, "A Newspaper's Philosophy," January 2, 1951.)

"We like to have our editors and reporters experts in just one field, which is the field of making a newspaper, of finding information and telling it. We insist that they know what they are writing about and that they tell their story in the simplest language possible . . .

"On our editorial page we make no pretense of walking down the middle of the road. Our comments and interpretations are made from a definite point of view. We believe in the individual, in his wisdom and his decency. We oppose all infringements on individual rights whether they stem from attempts at private monopoly, labor union monopoly or from an overgrowing government. People will say we are conservative or even reactionary. We are not much interested in labels but if we were to choose one, we would say we are radical. Just as radical as the Christian doctrine."

...basic <u>reasons-why</u> so many advertisers find it their "most useful one", too.

SATURDAY EVENING POST NOW-TV SEE CENTER SPREAD

Donnelley Boosts Two

Walter H. Fredericks has been named manager of the promotion and market research department of the magazine publishing division of Reuben H. Donnelley Corp., New York. Michael Fidan, formerly with the company's directory publications division, has been named assistant manager under Mr. Fredericks, whose former title was associate manager.

KEY-T Names Young TV

KEY-T, Santa Barbara, Cal., has appointed Young Television Corp. its national representative. The station was handled formerly by Headley-Reed Co. nationally and by Hugh Feltis & Associates in Seattle and Portland.

King Machine Names Packard

King Machine & Mfg. Co., Los Angeles, has named Jack Packard Co., Glendale, its agency.

Whether it's PRINTED BROADCAST TELECAST

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright — accusing your Agency, Client or personnel. SO — have our unique Excess INSURANCE, to cushion the claim — effectively, inexpensively.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

WATCH CASE—*Elgin National Watch Co., Elgin, Ill., is displaying its ladies' watches in this wood-and-metal-based book display. The metal mirror on opened cover and blue felt base lends high-fashion touch. The display was designed and produced by Chicago Show Printing Co., Chicago.*

Where will you land in the Retail Hardware Market of the "Soaring Sixties?"

Let Hardware Age M·A·P help you take advantage of the tremendous sales potential!

M·A·P is a unique, new Marketing Assistance Program to help you get more mileage from your advertising and sales dollars in the promising decade ahead. Hardware Age has organized its facilities to present this "package plan," which is today's *best available* guide to marketing *your* product in retail hardware stores. And M·A·P is *still expanding*, tying together all elements of market research and sales promotion.

For example, Hardware Age now has the latest hardware store sales figures for 224 products in nine merchandise classifications. If your product has a potential in the hardware market, these carefully-checked tabulations could be very valuable to you. They represent the most up-to-date and authoritative evaluation of the 41,000 hardware store market, where only 16,348 stores do 76.8% of a *$3 billion business*. Merchandise Category Summaries will be sent to you free in this handy Folder File.

Your advertising will meet

More Eager Readers in

HARDWARE AGE

HARDWARE AGE'S M·A·P Marketing Assistance Program can help you here:

NATIONAL SURVEY. A scientific sampling of 41,000 hardware stores. Covers 224 hardware products in nine categories. Shows total retail and average sales volume. Percent of stores carrying each product. Number of brands carried and where purchased.

CHILTON RESEARCH SERVICES. The Chilton Company research department is available — for a reasonable fee — on an independent, fully confidential basis to manufacturers, agencies and others for conducting market and product research.

GENERAL COUNSELING FROM HARDWARE AGE STAFF. The marketing experience and knowledge of the Hardware Age organization is at your service. Advice on such key problems as cataloging, pricing, discounts and distribution.

VERIFIED LIST. The most complete list of hardware wholesalers in the industry. Includes names, addresses, territory covered, lines handled and buyers for 558 general hardware wholesalers in the U.S. and Canada — plus 1,350 manufacturers' agents.

CENSUS OF RETAIL HARDWARE DEALERS. Includes all 41,000 known hardware retailers broken down into volume groups by states. Census maintained daily for extremely accurate research and promotion uses.

RESEARCH AND PROMOTION MAILING SERVICES. Keyed to the Hardware Age Census of Retail Hardware Dealers — the most accurate, complete, up-to-date lists in the business.

MERCHANDISE DIRECTORY NUMBER. Lists 6,888 hardware products with 9,845 cross references. Gives manufacturers' names, addresses and more than 25,000 brand names.

MERCHANDISING SERVICES Promotions by Hardware Age advertisers can be supported with such items as tear sheet folders, post cards, bookmarks and easels.

MEDIA HELP. Helpful material for the media buyer: readership studies, page sales analyses and a Planning Guide giving valuable information on the hardware markets.

HARDWARE AGE

A Chilton Publication

Member ABP NBP

Chestnut and 56th Street
Philadelphia 39, Pa.

Humble to Tape Football Games via WFAA Mobile Cruiser

DALLAS, July 5—Humble Oil & Refining Co. is the first advertiser to make use of WFAA-TV's new 40′ cruiser on wheels.

But the purpose of the trip is not pleasure, unless it be the pleasure of Texas televiewers. Humble, which has been taping Southwest Conference football games for the past three years, has signed a contract with the station to use its rolling tv tape facilities to tape the games next fall.

The mobile unit will travel to the site of a conference game each Saturday to tape the entire grid-iron meet. Then, on the unit's return trip, station engineers aboard will edit the tape to a 30-minute show of the game's highlights. The games will be telecast throughout the state each Sunday, from Sept. 18 through Nov. 27. Each game, to be presented as the "Game of the Week," will be selected the week prior to the event by the athletic departments of the conference schools. Humble will not tape any games scheduled to be televised live in any southwestern market.

■ WFAA-TV's mobile unit is equipped with two Ampex tv tape machines, six 4.5″ image orthicon cameras and all other necessary video-audio facilities. It has its own power generators, air conditioning, special lighting equipment, and equipment for handling remotes.

McCann-Erickson is the agency for Humble Oil. #

Publish Sales Handbook

The Sales Promotion Executives Assn. has issued its annual "Reference Handbook," a source book of goods and services for the sales promotion executive. The 100-page volume is available from SPEA headquarters, 389 Fifth Ave., New York, for $5.

Launch Carlsberg Drive

East Asiatic Co., West Coast importer, has launched an advertising campaign for Carlsberg beer in the western states through Edward J. McElroy Advertising, Los Angeles. Wexton Co., New York, handles Carlsberg advertising in the East.

Kupper Appoints Bacon

Robert W. Bacon, formerly production manager and announcer with WDRC, Hartford, Conn., has been appointed an account executive and head of the broadcast department of Arnold Kupper Advertising, Hartford.

Among the nation's 20 largest markets Milwaukee ranks

sixth in food store sales per family

THE SELLING'S FINE IN MILWAUKEE! With net personal income averaging $50,000,000 weekly, Milwaukee has quite a spendable attitude. The food bill alone amounts to more than $7,000,000 each week.

With coverage of 9 out of 10 homes, The Milwaukee Journal exerts strong influence over the big spending of Metro Milwaukee's 1,189,000 people. Milwaukee retail grocers know the selling power and economy of this saturation, one-paper coverage . . . concentrate 90% of their advertising dollars in The Milwaukee Journal.

MEMBER OF MILLION MARKET NEWSPAPERS, INC. — Offices: New York, 529 Fifth Avenue; Chicago, 333 N. Michigan Blvd.; Detroit; Los Angeles; San Francisco.

ANY WAY YOU LOOK AT IT—
MILWAUKEE IS A TOP TEN MARKET

Median income per family	5th
% of families with incomes over $7,000	6th
Median value of single dwelling units	4th
Retail store sales per family*	2nd
Automotive sales per family	5th
General merchandising store sales per family	5th
Eating-drinking place sales per family	2nd

*Excluding mail orders and other nonstore sales

with coverage of 9 out of 10 families . . .

THE MILWAUKEE JOURNAL DELIVERS THE GOODS IN MILLION MARKET MILWAUKEE!

6-60

'SEP' Appoints Two

James T. Downey Jr., formerly an account executive with Grant Advertising, has joined *The Saturday Evening Post*, Philadelphia, as marketing manager of radio-tv appliances, a new classification. James C. Crimmins, formerly of the *Post's* ad staff, has been named assistant vehicle marketing manager, a new post. He will assist James W. Gavagan, vehicle marketing manager.

SATURDAY EVENING POST NOW-TV SEE CENTER SPREAD

United Artists Names Two

Lloyd Krause, previously an account executive with United Artists Associated, New York, tv film producer and distributor, has been promoted to eastern division sales manager. He succeeds Al Sussman, who resigned. Bill Ashworth, formerly an account executive in the national sales division of UAA, has been transferred to the eastern sales division.

Reed Joins Kelly-Smith

Robert S. Reed, most recently with the *Los Angeles Examiner*, has joined the Los Angeles sales staff of Kelly-Smith Co., newspaper representative. Mr. Reed also has been with the *Seattle Times* and *Spokane Spokesman-Review*.

Teen Singer Stars in Huntingdon Mills' Sweater Campaign

PHILADELPHIA, July 6—Huntingdon Mills has launched a national advertising and promotion campaign, timed for the back-to-school market, for its new Fabulous Fabian sweaters for boys and girls.

The campaign is built around the popular singer, Fabian, and aimed at teen and young college groups.

Consumer advertising is scheduled to break in the August issues of *Teen Magazine*, *Seventeen*, *Sports Magazine* and *Silver Screen*. Ads will be large-space b&w insertions. Copy emphasizes the "his and hers" theme, with the first line varying to suit the audience of each magazine. In *Silver Screen*, copy reads, "Co-stars! you and your steady . . . in Fabian sweaters. In *Teen*, the first line reads, "Sure to rate straight A." In *Sports*, it's "a winning team." All ads picture Fabian and a young girl wearing matching Fabian sweaters.

A color page is scheduled for the October issue of *Scholastic Roto*, distributed to some 15,000 high schools around the nation.

Co-Stars!
you and your steady... in
Fabian
SWEATERS
Fabian's favorites . . . available for you in FOUR STYLES, FIVE COLORS. Hand-washable, hi-bulk orlon in boys' sizes 6 to 12, 14 to 20 and University; girls' 7 to 14 and teens. About $8 to $14 at all fine stores, or write HUNTINGDON MILLS, Inc., 130 W. 34th St., N. Y. 1, N. Y.

FABIAN TACTICS—*Huntingdon Mills will use this ad in Silver Screen and other versions in other magazines to promote its sweaters.*

■ The promotion was announced to the retail trade this spring via two color page inserts in *Boys Outfitter*, followed up by five different colored directed mail pieces, sent to some 9,000 accounts.

Retailer reaction has exceeded expectations, and sales of Fabian sweaters have been four times that which was anticipated, according to Norman Keller, director of advertising at Huntingdon Mills.

The Fabulous Fabian sweaters also will be featured on the cover of a Fabian record album set for August release. In the 20th Century-Fox picture "High Time," starring Bing Crosby and Fabian, also set for release this fall, Fabian will wear a Fabulous Fabian sweater.

Atlantic City's Steel Pier and Snellenburg-Blatt's, Atlantic City department store, also will tie in with the Fabulous Fabian sweater promotion this month and in August. Steel Pier will run a movie trailer announcing a contest in which entrants tell in 25 words or less, "Why I want a Fabian sweater." Entry blanks will be available at Steel Pier and at Snellenburg-Blatt's. The contest opened July 5 and concludes on Labor Day, when Fabian will make a personal appearance at the pier. At that time 25 Fabian sweaters will be given to contest winners, with a photo of themselves with Fabian.

■ An entire new package design, including boxes, gusset-type polyethelene bags, hang tags and labels has been created for the Fabian sweaters. The hang tags feature "Fabian's Creed" for teen agers.

Dealer aids include a complete mat service, counter cards, window streamers, photo blowups and mailings to Fabian fan clubs.

Henry S. Goodsett Advertising, Philadelphia, is the advertising agency for Huntingdon Mills. #

Gamble-Skogmo Sells Stock in Western Auto Supply Co.

Gamble-Skogmo Inc., Minneapolis, has sold its stock interest in Western Auto Supply Co., Kansas City, to Beneficial Finance Co., which operates a national system of finance offices, for $50,000,000. Last April, the Department of Justice filed a civil suit against Gamble-Skogmo, seeking to compel the company and B. C. Gamble, company president, to sell their interests in Western Auto, alleging that this ownership lessened competition and tended to create a monopoly. Gamble-Skogmo denied the charge.

'BH&G' Aids Winners' Stores

Promotion for a "cook of the month" recipe contest by *Better Homes & Gardens* is being expanded to stores where the winning cooks shop. Persons who submit winning recipes receive $20 prizes. *BH&G* will supply stores where the winners shop with posters carrying the name of the winner and the store, a blowup of the page with the recipe, newspaper releases and other material.

Norton Weber Joins EWRR

Norton Weber has joined the Pittsburgh office of Erwin Wasey, Ruthrauff & Ryan, as vp and account group supervisor. He formerly was vp, creative director and a member of the board of directors in the Pittsburgh office of Marsteller, Rickard, Gebhardt & Reed.

Carlile Joins Ekco-Alcoa

John W. Carlile has joined Ekco-Alcoa Containers Inc., Wheeling, Ill., as general manager, marketing services, with responsibility for all staff activities in marketing of the company's products. He formerly was sales manager, folded plastics, of Plax Corp., Hartford, Conn.

Ampex Unit Names Boland

Ampex Data Products Co., San Francisco, has reappointed Boland Associates, San Francisco, as agency for its instrumentation and computer products. Boland lost that portion of the Ampex business to McCann-Erickson 18 months ago (AA, Dec. 1, '58).

Brother Promotes Reynolds

Richard F. Reynolds has been named a vp of D. P. Brother & Co., Detroit, and named director of its tv and radio activities. He joined the agency's radio-tv department in 1955.

NEGRO RADIO REALLY REACHES THE NEGRO-

Other media can only touch him!

Mistakes can be costly! This time remember this PROVEN fact! You best sell to Negroes *with Negro Radio*. It's true some read papers and magazines and some watch TV, but *95% of all Negroes listen to radio!* Rounsaville Radio programs 100% to Negroes *with* Negro performers. All six Rounsaville stations are Number-One Rated by *BOTH* Pulse and Hooper! Get the facts on the tremendous rise in income, increase in population, standard of living and best of all—the BUYING POWER of the Negro Market . . . $824,219,000 *AFTER* taxes in the Rounsaville coverage area! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

Don't be misled that Negroes will buy anything. Negro incomes have increased 192% since World War II . . . today's Negro is a selective buyer of quality items. Negroes are intensely loyal to products in which they believe. One outstanding, vital fact is that they *do believe* what they hear on their own radio. When one of their favorite personalities voices the selling message for a product it is believable. And with the believability comes sales. No matter what your budget for these six important markets . . . no matter how many media you use . . . a proper part of your advertising dollar MUST go to Negro Radio or you're missing this market! Experience IS the best teacher. Experience Rounsaville Radio—one of the oldest and the *largest* broadcasters in Negro Radio!

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

JOHN E. PEARSON CO.
Nat'l Rep.

ROUNSAVILLE RADIO

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.

READY TO SERVE . . . your printing needs

★ High-speed rotary, roll-fed letterpress equipment

★ Economical magazine press runs from 50,000 to 400,000

★ Linotype and Ludlow equipped composing room

★ Modern bindery & mailing rooms

We are commercial printers and magazine publishers now printing nine magazines . . . and looking for one or two new customers. Our plant is entirely modern and centrally located for economical mailing. We can also assist you in your production, publishing and distribution problems.

Let us prove our quality and economy. Write for estimate today.

KALMBACH PUBLISHING CO. 1027 N. 7th St., MILWAUKEE 3, WIS.

In LIFE, in just 7 days, your black-and-white or two-color ad can be selling coast to coast—*four to five times as fast as it can in any other general magazine.**

That's because LIFE is a weekly magazine of world events: it keeps its presses open *longer*, to bring its 18,950,000 families the *latest* news in great pictures.

So give us your plates any Wednesday. And on the very next Wednesday, news of your product—a new price, a new competitive advantage, a new style or a new feature—will be reaching the households across the country that account for 38% of all the dollars spent in the U.S. for consumer goods and services.

GO FAST...GO **LIFE**

***LIFE's 7 day fast close facility is *now* available at a 5% premium over regular rates.**

J&J Offers Scent Toothbrush

The Tek-Hughes division of Johnson & Johnson, New Brunswick, N.J., has introduced a scented toothbrush, its handle impregnated with six odors—vanilla, chocolate, strawberry, lemon, lime and orange. In two versions, it sells for 39¢ and 33¢ and is being promoted through point of sale, publicity and cooperative advertising.

WTIX Appoints Eastman

Robert E. Eastman & Co., New York, has been named national representative of WTIX, New Orleans, formerly handled by Adam Young Inc.

SATURDAY EVENING POST NOW-TV SEE CENTER SPREAD

Smaller British Agencies Wince as Dailies Hit Split Fees, TV Rates Rise

IPA Protests Move, Tried 15 Years Ago; TV Boycott Threatened

LONDON, July 5—British advertising agencies, particularly the smaller ones, are finding themselves in the middle again. They are worried by two recent developments in the media field:

• **1.** Newspaper publishers are threatening to enforce the terms of the advertising agency recognition agreement forbidding split commissions.

• **2.** Television contractors have admitted that their advertising rates will go up this fall. Fears have been expressed that the boost may range between 40% and 100% over present rates.

The joint recognition committee of the Newspaper Proprietors' Assn., representing national daily and Sunday newspapers, and the Newspaper Society, representing provincial daily newspapers, have reminded agencies that they must retain in full all commissions and remunerations, from whatever source they may come.

In a letter to agencies, the committee warned that splitting commissions with any person or company is in contravention of the agreement.

Commission splitting is a common practice between agencies, particularly in the export field, where it is considered the only possible operating method. The Periodical Publishers' Assn. and the Independent Television Contractors' Assn. recognize commission splitting between recognized agencies.

But the newspapers do not. And here lies the nub of the situation.

■ The newspapers threatened similar action 15 years ago, saying that agencies would lose their recognition if they split commissions.

The Institute of Practitioners in Advertising stepped in with representations on behalf of agencies, and action on the threat was deferred indefinitely. Commission splitting continued, but the joint recognition committee of the newspaper owners' organizations turned a blind eye to the practice.

Now comes the renewed warning, which has hit agency circles here like a rocket.

The IPA has protested that it was given only three days' notice of the committee's intention and asked the media owners to defer the ruling pending joint talks. The response, it is understood, was not helpful.

■ The surprise move by the newspapers follows their consideration of a report on a number of cases where recognized agencies have placed advertising for other agencies.

A number of agency chiefs have made strong individual protests about the situation, both to the IPA and the media owners' organizations.

A spokesman for the NPA said there would be no further announcement until the matter has been discussed at a future meeting of the NPA main committee. The date of the meeting was not specified.

Until that committee has made its recommendations, said a Newspaper Society spokesman, the matter cannot be discussed by the joint committee of the two bodies.

■ Meanwhile, the threat of further sharp increases in tv rates has brought a spate of rumors that a number of smaller and medium-size agencies were getting together to boycott the medium.

The television advertising contractors have confirmed that their fall rate cards will show rates higher than those now prevailing. Their justifications for the increases are:

• **1.** The Independent Television Authority, controlling body of the medium, has recently ruled that only seven, instead of eight, minutes in each hour may be devoted to advertising.

• **2.** The number of viewers has increased since the rates were last increased.

■ J. P. O'Connor, director of the IPA, said: "The institute has been very concerned at the statements heard recently on the proposed issue of higher rates by television program companies. The council of the institute discussed the position and stated their concern at the rumors. They decided their attitude, but are not yet ready to reveal what action they are taking."

Cmdr. D. C. Kinloch, director of the Incorporated Society of British Advertisers, commented: "An advertising medium which is a monopoly has a far greater public responsibility than a medium in which there are competitors. It is important that the cost of television advertising remain at a level which makes the medium fully available to advertisers of all sizes, as is the case with all other advertising media.

"Until, however, the plans of individual program companies are known, it is impossible to comment."

■ Frank Edwards, advertising manager of Ingersoll and president of the Incorporated Advertising Managers' Assn., said it was too early to give any detailed criticism.

"But," he added, "it should be remembered that most of the money spent on advertising comes from the smaller advertiser and that, even if the proposed raises are a 'good buy' and economic on a cost-per-1,000 basis, they may still be beyond his means.

"In the circumstances, it is reasonable to hope that the contractors will continue to bear in mind their obligation to provide the best possible service for the advertiser, small, as well as large.

'59 BOYCOTT THREAT EMPTY—TV USE GREW

LONDON, July 5—British advertisers and agencies are now making the same irate sounds they made a year ago when the television program contractors announced rate increases.

They threatened then to boycott the medium.

What happened?

Rates went up sharply—and advertisers spent in the medium as they have never spent before.

Figures compiled by Television Press Agency show that British tv expenditures during the month of May totaled $18,975,000—the largest amount ever spent in one month, and a whopping 39% increase over the $13,680,000 spent in May, 1959.

The bumper May expenditure also comes on top of increases of 45% in January, 31% in February, 29% in March and another 29% in April.

■ Volume is up this year on the entire British ad front. *Statistical Review of Press Advertising* reports that display advertising in newspapers and magazines zoomed to $86,800,000 in the first quarter of 1960, a 14.4% gain over the $75,600,000 spent in the first quarter of 1959. #

Budweiser Buys WNBC Shows

Anheuser-Busch, St. Louis, has taken over sponsorship of the all-night music program on WNBC, New York. The contract for Budweiser covers Monday through Saturday broadcasts from midnight to 6 a. m., EDT. The company will use a variety of advertising approaches to reach the city's diversified groups of stay-up-laters. Besides the all-night show, Anheuser-Busch also bought a five-a-week broadcast featuring Guy Lombardo's music. This program will be aired from 10:35 to 11 p.m. This radio buy was made through D'Arcy Advertising Co.

Ad Council Offers Plate Service

A new quarterly service, developed by the Advertising Council in cooperation with Magazine Publishers Assn., will offer plates of various sizes of several major Ad Council campaigns timed for July, August and September. Plates range in size from 2½x3¾" to 7x10". The Ad Council said that under the new service consumer magazines can get one or two-day service in New York on most plates.

Joseph Klein Promoted

Vanderbilt Tire & Rubber Corp., New York, has named Joseph R. Klein marketing director, a new post. He will continue as advertising and sales promotion manager of the company.

'Cue' Boosts Kolozy

David Kolozy, on the ad staff of *Cue*, New York, since 1954, has been promoted to manager of the magazine's restaurant and resort advertising departments, a new post.

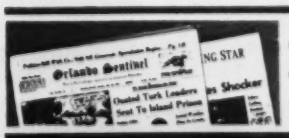
'60 CENSUS GIVES
CENTRAL FLORIDA'S 10 COUNTY AREA
1 MILLION PEOPLE

In FIVE of these counties, where there are ONE-HALF MILLION people, the Orlando Sentinel-Star has SIX TIMES the combined circulation of THREE competing newspapers from Tampa, Jacksonville and Miami. These splendid metropolitan papers are:

■ The Miami Herald
■ The Jacksonville Times-Union
■ The Tampa Tribune

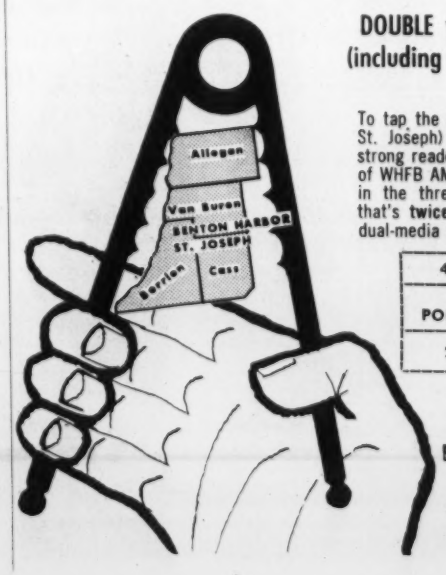
How is it possible for the Orlando Sentinel-Star to outpenetrate bigger papers in this rich area? We print a good newspaper first, then add to it FIVE PINK ZONE SUPPLEMENTS (4 to 40 pages each), five days a week for five different areas of Central Florida. We maintain 14 bureaus and actually print more pages than any other Florida newspaper. (Source: Media Records) Please note: We print these Pink Zone Supplements FIVE days a week . . . not one or two days like most metropolitan newspapers . . . but we give our readers the news and pictures of their individual communities regularly—almost daily!

As we have SIX times the combined daily circulation of Jacksonville, Miami and Tampa papers in our FIVE counties, we have FOUR AND ONE-HALF times the combined circulation on Sundays of Parade, This Week and Family Weekly Magazine. Oh yes, we have a Sunday Magazine but it is edited right here at home, not in New York—therefore its impact is greater. Its 40 to 60 pages weekly are printed in bright, full color on our new million $ color press.



Orlando's Metropolitan Area of 317,412 is fastest-growing of ALL says U.S. Census

Orlando Sentinel-Star
We lead ALL in Cape Canaveral . . . "Gateway to the Moon"



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach**, utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined**! Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill

"The Sound of Music over the City of Angels"

ON THE ALL NEW

KGBS Los Angeles

50,000 WATTS

THE NEW KGBS: now covers all the Southern California market with ten times the power... delivers more buying families per dollar invested than any other station in Los Angeles! New call letters to match KGBStyle programming: smooth, familiar music balanced by news reports, weather and traffic briefs ...every spoken word creatively scripted, tastefully delivered! Still holds the same "action" spot at the center of the dial —1020—now attracting more attention than ever with one of the largest audience promotion campaigns Los Angeles has ever seen. National Sales Representative: Peters, Griffin, Woodward, Inc., In Los Angeles: Dale Peterson, DUnkirk 8-2345—KGBS, 338 S. Western Avenue, Los Angeles 5, California. Another Great Storer Station...in Los Angeles.

Mr. Publisher:
Sincere best wishes in your new ad-venture from the "bunch" at the Seattle office!
BOTSFORD, CONSTANTINE & GARDNER, INC. / ADVERTISING
SEATTLE / PORTLAND / SAN FRANCISCO / NEW YORK

SO LONG—*Reinhart Knudsen, 16 years with Botsford, Constantine & Gardner, Seattle, returned to his first love—newspapers—July 1 when he started his new career as owner and publisher of the San Juan Record, Fair Oaks, Cal. As a going-away present, the Seattle office gave him an attache case with an order for a 1,000-line ad in the Record, promoting the agency's Seattle staff.*

'Equal Time' Would Limit Political Broadcasts: Stanton

ST. LOUIS, July 5—With the hiatus in the congressional session at hand, Frank Stanton, president of Columbia Broadcasting System, kept up his campaign to free broadcasting from the "equal time straitjacket" for the coming Presidential campaign.

In a speech before the St. Louis Educational Television Commission here last week, he noted that a resolution waiving the equal time provisions of Section 315 of the Communications Act for splinter candidates as it applies to the Presidential and Vice-Presidential race for 1960 had passed the Senate.

■ But to become effective, he pointed out, the resolution had to pass the House in the little time remaining. Otherwise, Mr. Stanton said, television will be unable to go beyond the regularly scheduled news and interview programs in covering the critical campaign coming up.

Urging that broadcasting be given the same journalistic freedom as print media, Mr. Stanton illustrated the nature of the problem thus:

"For example, under the present law, if in 1956 we had broadcast a debate between the Republican and Democratic Presidential candidates, we would also have had to invite the candidates from the New Party, the For America Party, the Mississippi Black and Tan Grand Old Party, the American Third Party, the Christian National Party, and the American Party, among others. The resulting donnybrook would, of course, have been utterly useless."

Mr. Stanton was in St. Louis to present a $75,000 equipment and cash gift to the educational tv station, KETC. #

di Carpi Foster Hahn

OPENERS—*An exhibition of works of 64 modern Italian artists, sponsored by Parker Pen Co., was held at B. Altman & Co., New York. Admiring a portrait are Douglas Hahn, Altman's director of advertising; Arthur W. Foster, assistant ad director at Parker, and Dr. Mario Ferrari di Carpi, acting consul general of Italy in New York. Public was invited to bid on pictures, with highest bidders to be announced at close of show.*

Skim off the Cream of the Mass Market

New York's mass market runs from higher-than-average-income neighborhoods to tenement sections.

The Mirror is strongest where incomes are highest.

No wonder the Mirror gained 10,000 readers in three years among New Yorkers owning high-priced cars.

Make The Mirror a MUST!

Brown-Forman Reports Sales, Income Up

Brown-Forman Distillers Corp. has reported consolidated net sales for the fiscal year ended April 30 at $101,696,943, a 10% gain over the $92,445,460 chalked up in the preceding fiscal year. Profits for the period totaled $4,407,761, up 24% over $3,567,472 reported for fiscal year ended April 30, 1959.

In a breakdown showing distribution of the sales dollar, the company reported that 14.92¢ went for selling and ad expenses; 19.79¢ for materials, wages, salaries, social security and miscellaneous taxes; 4.66¢ for administrative, general corporate, interest and other expenses; 4.35¢ for income taxes and 51.95¢ for federal excise taxes; 4.33¢ of the sales dollar was net income.

Hancock Names Legler

Joseph B. Legler has joined Hancock Industries, Jackson, Mich., automotive hardware supplier, as advertising and sales promotion manager. Mr. Legler was formerly eastern sales manager of the tractor and implement division of Ford Motor Co.

D&B Offers Audio Service

Di Cyan & Brown, New York, consulting organization for the drug and chemical industries, has begun a new audio service, including the preparation of scripts and the setting up of conferences on therapy. The recordings are used by pharmaceutical companies as mailings to physicians.

Durham Opens Florida Office

Robert C. Durham Associates, New York, business consulting company, has opened an office at 2648 Marion Drive, Ft. Lauderdale, Fla. Frederick N. Dodge, senior merchandising consultant with the Durham organization, will head the office, which will service clients in the Florida area.

Shifting Shirt Taste Reflects Men's New Confidence: Demby

NEW YORK, July 5—A motivation research study sponsored by Safe-in-Suds Inc. finds that "loud" sport shirts and men who need to be "boastfully masculine" are fast declining as fashion leaders after a reign of almost seven years.

The study, which began in September, 1956, and was completed this past May by Motivation Research Associates, finds that the trend now for "center market" fabrics, which "may reflect a growing confidence that American men now have not only in the future, but also in their own ability to handle new problems as they come along," says Emanuel Demby, president of MRA.

More than 2,000 men and women were interviewed in the course of the four-year study. The major objective was the development of a scientifically reliable research technique for pre-determining public acceptance of sport shirt colors, patterns and fabrics. A pilot experiment last fall showed a high degree of accuracy during an actual sales test of pre-selected fabrics that had been researched for acceptance, MRA reports. #

Magazine Names West

Petroleum & Chemical Transporter, Washington, has named G. Bruce West Advertising, Bethesda, Md., to handle advertising and public relations.

Custom Monitoring Provided

Broadcast Advertisers Reports, New York, broadcast monitoring company, has inaugurated a new custom services division to provide special monitoring data to its clients. The new division will supply reports on verbatim transcripts of radio and tv commercials; data on spot schedules, including date and time of performance, length of spots, program carrier and commercial content; and audio recordings of programs. Clients will also receive notification of any copy changes in their competitors' commercials.

EverSweet Names Nusinson

EverSweet Corp., Lyons, Ill. processor and distributor of fresh chilled orange juice, has appointed Louis Nusinson advertising and sales promotion manager. Mr. Nusinson was formerly with Kitchens of Sara Lee, Chicago.

Formica Names Coleman-Parr

Formica Corp., Cincinnati, has named Coleman-Parr, Los Angeles, to handle advertising and promotion to builders in the Los Angeles area. Perry-Brown, Cincinnati, continues to handle Formica's national advertising.

Eugene Gilbert Moves

Eugene Gilbert & Co., New York market research company specializing in the youth field, has moved to new quarters at 410 Park Ave. Its Chicago office has also moved, to the new Inland Steel Bldg., 30 W. Monroe.

IN Holiday Inn® MAGAZINE!

Holiday Inn Magazine, published monthly by Holiday Inns of America, Inc., is distributed to guests who stay at any of the more than 150 modern Holiday Inn motels across the country. Guaranteed circulation of 125,000 per month is guaranteed to reach people with the money to spend on travel . . . vacations . . . holidays. Put your product story before people who can purchase it while they're on the move and in the buying mood. Fifteen per cent to recognized agencies on space; two per cent cash discount on net 10 days from date of invoice. Net 30 days.

Write for a sample magazine copy and rate card to *Holiday Inn* Magazine, 3736 Lamar Avenue, P.O. Box 7127, Memphis 18, Tenn. Dean DuBois, Publisher. Phone: GL 2-7373.

THE *Great* SCRANTON-WILKES-BARRE-HAZLETON MARKET

*3rd IN PENNA.

$168,850,000 IN FOOD SALES!

*TOTAL OF LACKAWANNA AND LUZERNE COUNTIES IN SRDS CONSUMER MARKETS - FEBRUARY 10, 1960

*44th IN U.S.A.

The Scranton Times

SAWYER - FERGUSON - WALKER COMPANY, INC.; National Representatives • NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ATLANTA • LOS ANGELES • SAN FRANCISCO

Lucien O. Crockett, President of Goodrich-Gulf Chemicals, Inc., in his company's synthetic rubber pilot plant at Avon Lake, Ohio.

"How research and advertising team up to diversify our markets"

"When a crash program launched the synthetic rubber industry in World War II, it was to meet one overpowering need—tires.

"Since then, our industry has grown by penetrating additional markets. Product research has developed special rubber polymers for the floor tile you walk on, the soles of your shoes, the battery in your automobile, the cushion in your chair.

"Advertising, in selected business publications like McGraw-Hill's, has publicized these developments, created interest and confidence in our materials to help put them into everyday use.

"Such advertising will be even more important in the months ahead. For we are now at the threshold of major breakthroughs in synthetic rubber technology . . . and more diversification."

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

SPEEDSTERS—*The Dunlop cameraman shoots driver Moss as he takes a "right hander" in his dark blue Lotus. At center, Ivan Stainer, deputy managing director of the Higham agency, watches while a technician in Monaco wires pictures to Fleet Street. At right, Peter King (left) and Tony Youlton of Higham, check their timing as an ABC Television sound engineer edits the recorded conversation between Messrs. Moss and Wolstenholme.*

Admen Race to Air Dunlop TV Ad in Britain While Monaco Racetrack Dust's Still Settling

LONDON, July 5—Shortly before his recent accident, which put him out of auto racing for some months, British ace Stirling Moss helped to make television advertising history.

After winning the Monaco Grand Prix, Mr. Moss took part in a testimonial commercial for Dunlop tires which was the first same-day live commercial ever on a foreign news subject.

Viewers of Britain's commercial network heard an on-the-spot recorded interview with Mr. Moss and saw exclusive pictures of the race, specially wired from Monaco.

Mr. Moss flashed across the finish line at 5:45 p.m., and the commercial was on the air at 10:05 p.m.

It was the product of the joint enterprise and initiative of the Dunlop Co., its advertising agency, Charles F. Higham Ltd., and Britain's ABC Television.

■ Working at breakneck speed, ABC and Higham executives produced the commercial from material supplied over land lines from Dunlop's own team at Monaco.

The idea of using hot news from the Continent as a peg for advertising was evolved as a high spot of the 1960 Dunlop tire campaign on television.

Since Eurovision, the European international television hookup, is barred to commercial interests, the three participants evolved a method making use of alternative facilities.

Photographers on the track took pictures of Mr. Moss roaring 'round the track in the lead; these were developed on the spot and wired to London by a Fleet St. news agency.

In London the wirephotos were developed and then rushed by dispatch rider to ABC studios at Teddington, on the outskirts of the capital.

■ Meanwhile, Stirling Moss gave his views on the race and the advantages of being equipped with Dunlop tires for really fast motoring. This tribute, in a telephone interview with sports commentator Kenneth Wolstenholme, was piped over specially booked land lines direct from Monaco to the Teddington studios. There it was recorded.

The final script, embracing presentation of the recorded interview and the wired photographs, was prepared by Robert Barr and Peter King of Highams. Reg Collin, young ABC director, rehearsed his crew with Mr. Wolstenholme as presenter, and achieved the final polish.

A dummy run to see that all was well—and then the commercial went on the air, with facts that were only a few hours old and with a sales pitch that gained immensely from its immediacy.

■ Dunlop and the agency intend to repeat this type of commercial from other leading auto races on the Continent this summer. #

INTERVIEW—*Stirling Moss speaking over the land line from Monaco to Ken Wolstenholme in Teddington.*

Smith Stainer Norris

MASTERMINDS—*Making final plans for the Dunlop commercial before the Monaco Grand Prix begins are: C. L. Smith, general advertising manager of Dunlop; Ivan Stainer, deputy managing director of Charles F. Higham, and Robert H. Norris, advertising controller of ABC.*

234,333

YOU CAN'T IGNORE

. . . or else you'll miss the many potential customers from the metropolitan area alone who read The Detroit Times, and your ads, exclusively (130,889 more than Detroit's morning paper*). Another fact you can't ignore: 83% of Times metropolitan-area readers get home delivery. To talk to Detroit, pay heed to the Times.

*Detroit News 5th Quinquennial Survey

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.

NO OTHER PROMOTION CAN DO SO MANY THINGS FOR YOU... SO WELL... FOR SO LITTLE!

COSTS MERE PENNIES APIECE

THE 26th ANNUAL EDITION OF THE

FAMOUS ORIGINAL

FOOTBALL FACTS BOOKLET

PRO AND COLLEGE

48 fact filled pages, plus covers, 4 x 7½", beautifully done in two colors throughout, with 1960 college and pro schedules, preview information, team rankings, records, rules, stadium diagrams, and 1001 other important facts.

DELIVERS YOUR MESSAGE TO HARD-TO-REACH PEOPLE YOUR BEST SALESMEN CAN'T GET IN TO SEE

For samples, success cases and low prices . . .
Write, wire or phone

C. H. PEARSON, Publisher
Originator of advertising sports booklets

250 Park Avenue • New York 17, N. Y. • Phone: YUkon 6-7795

Renewal for the 26th consecutive year by all of our original customers . . .
YOUR ASSURANCE FOR SERVICE AND RESULTS

Daly Named Ad Sales Head

B. J. Martin Co., Chicago, has appointed Charles H. Daly advertising sales manager of *Electrified Industry* and *Today's Business*. Mr. Daly, formerly eastern sales manager, succeeds David M. Charleson, who resigned to form his own publishing company.

Toledo Ad Club Elects

Lynn Adolph, Hospital Service Assn. of Toledo (Blue Cross), has been elected president of the Advertising Club of Toledo. Other new officers include Richard Zimmerman, A P Parts Corp., 1st vp, and Dale Hall, Libbey-Owens-Ford Glass Co., 2nd vp.

Modern Maid to Korn

Modern Maid Packers, Lebanon, Pa., has appointed J. M. Korn & Son, Philadelphia, to handle advertising and public relations for its frozen meats which are distributed in northeastern states. Barol & Israel, Philadelphia, is the former agency.

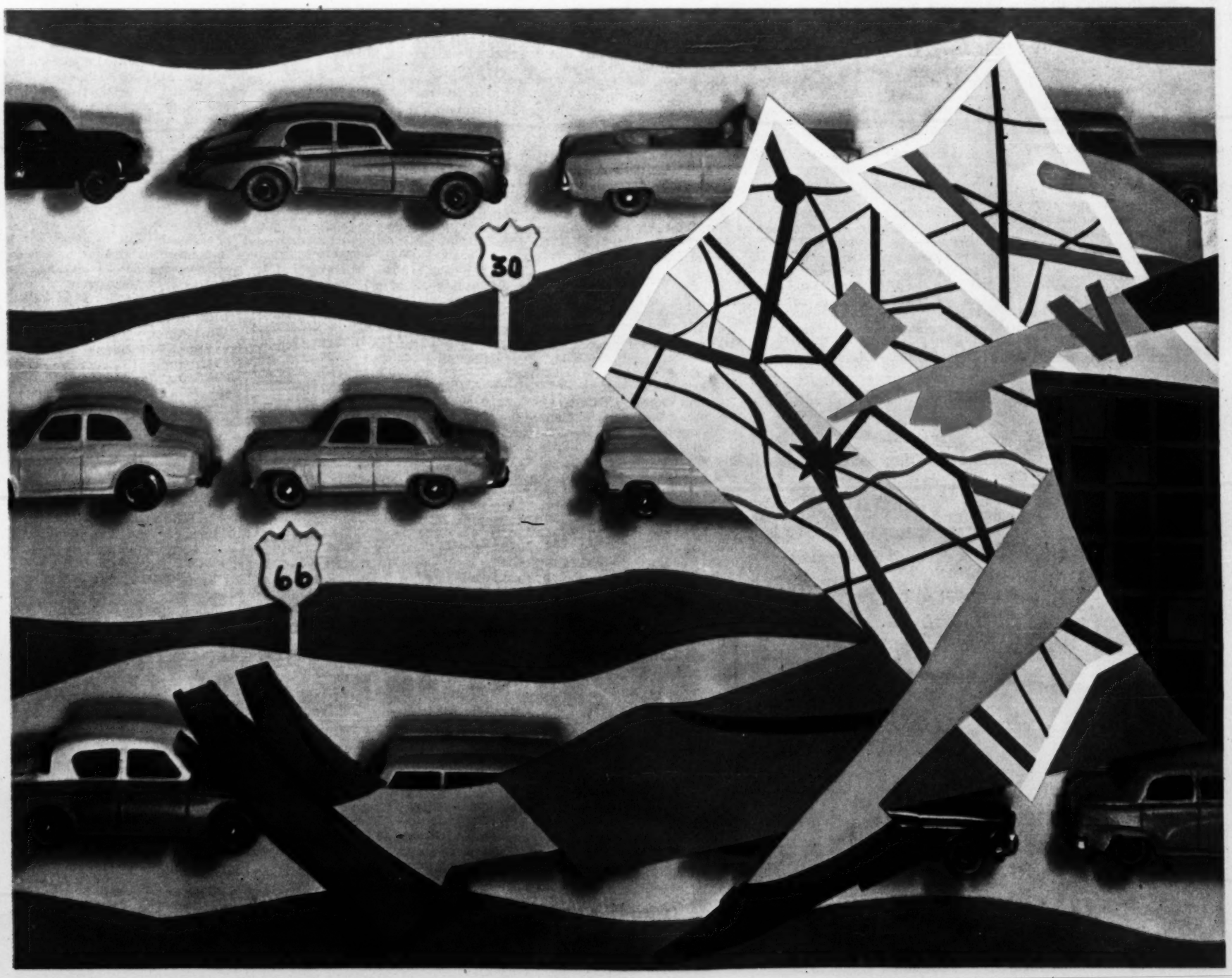
WHEN YOU'RE **SELLING CARS**—REMEMBER

The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News has been a consistent leader in new passenger car advertising for many years. Why? Because the Daily News is read by the families who buy new cars—whose median income is $1070 a year higher than Metropolitan Chicago as a whole. The Daily News median adult reader also spends at least 35% more time with his paper than readers of the other Chicago dailies.

Send for your 1960 Chicago Consumer Analysis. Now available.



New SEC Filing Tells Hazel Bishop Quest for Capital

Prospectus Reveals Recent Ups and Downs of Cosmetics Marketer

WASHINGTON, July 6—Hazel Bishop Inc. has filed a stock registration statement with the Securities & Exchange Commission which reveals that it obtained an additional $1,000,000 from the sale of company stock in March and April "because of the further need for working funds."

The statement was filed primarily for the benefit of two groups of stockholders who already own 1,157,200 shares purchased from the company or from Raymond Spector. But they are unable at present to sell these shares on the open market, should they so desire. A minimum of two months is expected for SEC approval of the registration statement.

The prospectus reveals the need for additional financing and provides a breakdown on the company's market, as well as listing salaries and stock options of top executives, certain agreements made by Raymond Spector this past March guaranteeing company claims, and agreements made by him last fall when he sold control of the company to a group headed by Daniel Van Dyk, now chairman of the board.

■ The 11-year-old company, founded on a shoestring by Miss Hazel Bishop (no longer connected with the company) and put on the map by the enterprising advertising of Raymond Spector, reports that last year it sold over 20,000,000 individual packages of its nine principal products in approximately 100,000 retail outlets. It has about 200 employes.

Hazel Bishop lipsticks—in two types (No Smear and Formula 77), two prices (79¢ and $1) and 12 shades—account for "approximately 45% of the company's volume." Facial cosmetics and eye makeup represent, in the aggregate, approximately 35% of the company's volume. Approximately 20% of the company's sales are made "to a leading variety store chain" (presumably Woolworth); "no other customer accounts for as much as 5% of the company's volume."

■ Hazel Bishop said it believes its lipsticks, in unit sales, to be the second largest retail brand and third largest over-all (presumably surpassed by Revlon and Avon) The company also said Hazel Bishop rouge is "the leading brand sold in the U. S., and Hazel Bishop eye beauty aids and liquid and compact makeup are among the five leading brands of such products."

About $30,000,000 has been spent for advertising on network television in the past ten years, the statement reports.

Reviewing recent financial history, the statement outlines the purchase last October by the Van Dyk interests of 350,000 shares for $1,400,000. At this time, the Spector interests agreed to reacquire 525,553 shares of common stock and 98,200 shares of preferred previously sold to Television Industries Inc. in 1958.

In return, Television Industries (former major owner of Hazel Bishop and possessor of the Matthew Fox tv barter empire) released the company from a $1,110,619 obligation "which arose in connection with the use of television spot time."

Of the additional $5-per-share capitalization required this past March and April, 34,000 shares were subscribed by Mr. Spector and transferred to four persons, and 10,000 shares were bought by Herman L. Johnson Jr., president of Hazel Bishop since March.

■ The statement shows that when Robert G. Urban was president his salary was $60,000. Mr. Spector received $50,000 as chairman of the board.

Mr. Urban's contract, which would have expired this August, was settled last December for $22,500. Formerly with Warner-Lambert Pharmaceutical Co., Mr. Urban is now vp for marketing of Philco Corp.

Mr. Van Dyk's salary was originally $50,000 annually. An amended employment agreement March 30 reduced it to $30,000. At the same time, he was granted a restricted stock option for 25,000 shares which can be exercised at any time up to Sept. 30, 1961.

On the same date Mr. Johnson signed an agreement for $40,000 annual salary and an option for 50,000 shares.

As of June 24, the only person owning more than 10% of the common stock was Raymond Spector, who held approximately 25% of the outstanding shares. But of this, 300,000 shares are subject to a purchase option at $6 a share by Dovan Enterprises, owned by Mr. Van Dyk.

■ All told, Mr. Van Dyk has irrevocable (until July 1, 1961) proxies totaling 789,000 shares—about 41% of the outstanding stock.

Also, this past March Mr. Spector agreed to give Hazel Bishop $88,000 "as a refund of certain fees and expenses paid to him and on account of certain claims the company had against third parties."

This included the return of a $50,000 consulting fee and $13,000 in expenses paid to Mr. Spector prior to Oct. 31, 1959.

By the same agreement, Mr. Spector gave 50,000 shares of Hazel Bishop stock and a note as collateral guaranteeing other financial obligations, among them a $120,000 claim by Hazel Bishop against Guild Films Co. and a total of $41,767 in "advertising" debts owed to P.C.B. and Vanypeco, both of Belgium.

■ Among the exhibits entered with the registration statement was a copy of the contract entered into between Hazel Bishop and Oxzyn Co., Trenton, N. J., in June, 1959, to manufacture all Hazel Bishop cosmetics. It provided for a daily minimum of 80,000 lipsticks, 15,000 perfume sticks, 20,000 units of Ultra-Matic mascara, 10,000 of tube mascara, 15,000 of eye shadow and 3,000 of cake mascaras.

On March 22, Hazel Bishop notified the supplier it was terminating the contract as of July 31, and it currently is renegotiating its contract. If it cannot renegotiate, and "if a satisfactory substitute cannot be found, the company may be required again to manufacture its own products," according to the SEC registration.

A summary of earnings submitted with the registration shows Hazel Bishop sales (profitably over the $12,000,000 mark in 1954) slipped from $11,245,421 for the fiscal year ending Oct. 31, 1955, to $10,000,000 in 1956; $9,800,000 in 1957; $9,200,000 in 1958, and $8,672,029 in fiscal 1959. The net loss on sales was more than $1,000,000 annually in 1955, 1956 and 1957; it was $671,000 in 1958 and $139,000 last year. ("Special items" reduced the 1958 loss to $352,744 and turned last year's loss into a $102,000 profit [AA, March 28].)

■ For the five months ended March 31, 1960, the company reports sales of $3,205,127 and a profit of $64,213. This is in contrast with the comparable 1959 period, when sales were $3,356,712 and a loss of $875,445 was recorded. More recent sales of Hazel Bishop are reported to show continuing improvement.

The price of Hazel Bishop stock has ranged from $3.50 to $10 in the past year and one-half. The high was achieved only last month, when the stock nearly doubled in value in a few weeks and on several days was the most heavily traded stock on the American exchange. It was selling today at around $8 a share. #

SALAD DAYS—*H. J. Heinz Co., Pittsburgh, is promoting "Salad Symphony" for vinegar and related items during the summer. In addition to display spectaculars, the promotion will use eight NBC-TV shows. Maxon Inc., Detroit, is the agency.*

Kellogg's Request Pack to Bow Nationally in Drive

Kellogg Co., Battle Creek, Mich., will begin national distribution early in July of its Request Pack for adults, a product which has been test marketed in Florida, Chicago and Baltimore-Washington since February (AA, Feb. 29).

The new pack, based on survey findings of adult preferences, includes two boxes each of Corn Flakes and Special K and one each of Rice Krispies and 40% Bran Flakes.

The pack will be promoted in the company's regular newspaper and network tv advertising. Leo Burnett Co. is the agency.

Huntington Mfg. Names Ashe

Huntington Mfg. Co., Chicago, has appointed Ashe & Engelmore Advertising, St. Louis, to handle advertising for its Kay Whitney, Toni Hunt and Trudy Hall Jr. dresses. Charles J. Charney & Co., New York, is the former agency of record.

Mawhinney Adds 3 Accounts

The National Bank of Jackson, Jackson, Mich.; Wyoming State Bank, Wyoming, Mich., and Lynair Inc., Jackson, manufacturer of air and hydraulic cylinders, have appointed Duke Mawhinney Advertising, Jackson, to handle their advertising.

Traffic World
is the weekly
newsmagazine of
transportation management*
in every industry
and in every mode
of transportation

* the men who set transportation policies in their own organizations and collectively form the national transportation policy – industrial traffic managers, carrier executives, port authority traffic executives, public warehousemen, educators, government and military officials, transportation attorneys, chamber of commerce officials.

See our Service-Ad in SRDS Class. 148

How do farmers with 100 and more pigs rate the farm publications they see?

● Important basic facts revealed in new McCann-Erickson Study. READY SOON!

MIDWEST UNIT
Farm Papers

Nebraska Farmer | Successful Farming | Prairie Farmer | Wallaces Farmer | The Farmer

the City Zone of Atlantic City is
G-R-O-W-I-N-G
*NOW 124,437 U. S. CENSUS

Not just "tremendous" growth in the ATLANTIC CITY TRADING ZONE (up 28.97%) and the ATLANTIC CITY METROPOLITAN AREA (up 21.2%) but right in the CITY ZONE, the heart of this rich growing market a healthy 18.9% bigger in the past census period.

A real advance in all 3 phases of the Atlantic City Market . . . **industry, agriculture** and **resort** is responsible for this solid, all-round population advance.

In the same census period Atlantic City Press is up a "giant" 95.1%!

COVERAGE? YOU EET!

ROLLAND L. ADAMS, *President*
Scolaro, Meeker & Scott, Inc. *National Representatives*

Atlantic City Press
Southern New Jersey's "Good Morning" Newspaper

Grow with OKLAHOMA!

Oklahoma Report

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Oklahoma City | No. 6 | July 1960

METRO AREA TOPS HALF MILLION

The addition of a third county to the Oklahoma City standard metropolitan statistical area boosted its population past the half-million mark. The new figure of 502,707 is a 28.1 per cent increase over the 1950 total for the same area.

BANKS REFLECT GOOD BUSINESS

The latest federal bank call shows business excellent in Oklahoma City with bank deposits totaling $587,399,767 in 18 banks. Loans and discounts were up 9 per cent, indicating good business and confidence in the future.

NATION'S LARGEST POWER GENERATOR

Oklahoma Gas & Electric Company plans a multi-million dollar addition to one of its power stations in the Oklahoma City area making it the nation's largest combined cycle steam-gas turbine electric generating station and boosting the plant's output to 468,000 kilowatts.

$19 MILLION RESERVOIR AUTHORIZED

Legislation authorizing construction of a new reservoir to cost $19 million was signed by President Eisenhower. The project is designed to supply municipal and industrial water to several towns in the Oklahoma City metropolitan area and Tinker Air Force Base.

MORE AND MORE READERS

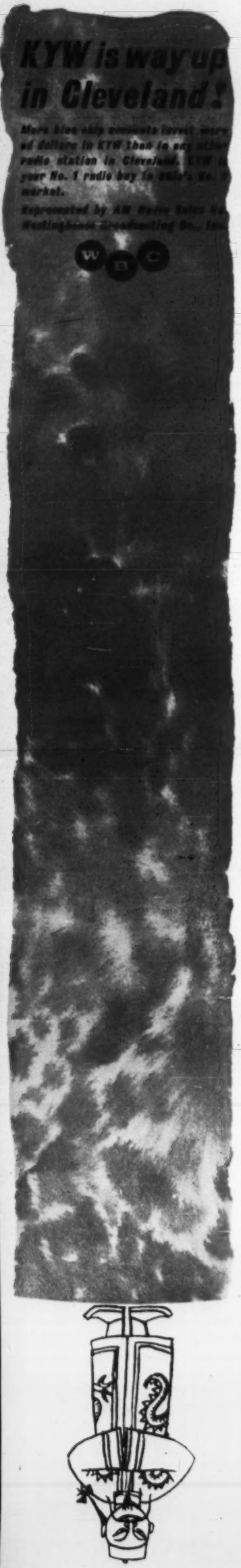
Another 5,022 families joined the growing list of Oklahoman and Times readers in the 12 months between Publisher's Statements. The average daily circulation for the six months ending March 31, 1960, was 275,085, up 5,022 from the same period in 1959. Sunday circulation climbed 2,481 during the same period to 245,264.

DYNAMIC OKLAHOMA EDITION

"Dynamic Oklahoma" edition will be published with The Daily Oklahoman Sunday, August 28.

In five books (standard size sections), it will provide a complete panoramic view of where Oklahoma has been, where it is now, and where it is going. In addition to regular Sunday circulation, this special edition will go to schools, libraries, and a list of top-level business and industrial executives throughout the nation.

You are earnestly invited to share in this unique and worthwhile project. Contact The Katz Agency for complete details.


KYW is way up in Cleveland!
More blue chip accounts invest more ad dollars in KYW than in any other radio station in Cleveland. KYW is your No. 1 radio buy in Ohio's No. 1 market.
Represented by AM Radio Sales Co.
Westinghouse Broadcasting Co., Inc.
W B C

RAB Adds 102 Stations

Radio Advertising Bureau, New York, added 102 radio stations to its membership ranks during the first quarter of 1960, making it the best first quarter in its nine-year history. This brings RAB's membership to more than 1,200 stations, networks and station representatives.

Burnishine Tests Cleaner

Burnishine Aluminum Brightener, a product of Burnishine Products Co., Skokie, Ill., is being test marketed in Peoria, Ill., with support from newspaper ads as well as radio and tv minute spots. Hall, Haerr, Peterson & Harney, Peoria, is the agency.

Micromega to Allen, Dorsey

Micromega Corp., Los Angeles, a new organization engaged in microwave research, design, development and production, has appointed Allen, Dorsey & Hatfield, Los Angeles, to handle its advertising.

Magary Straw White

TICK-TOCK—*Alan Magary, sales manager of Seth Thomas clocks, and advertising manager Frank Straw chat with account executive Peter G. White of Erwin Wasey, Ruthrauff & Ryan at a sales meeting held to discuss ad plans for the General Time Corp. division.*

—WHAT DO YOU WANT TO KNOW?

FULL INFORMATION ON ANY ADVERTISEMENT(S) *appearing in any* DAILY NEWSPAPER

Our business is to read the daily papers—for you.

Ours is a unique service, the only one of its kind in the world. No job too small or too large for us to handle with accuracy and promptness.

Merchandisers have been using ACB Research Services for 40 years. More than 1100 firms used one or more of the 14 services last year. Costs start at $20 a month. A typical ACB Service is briefly described below.

* * *

UNDUPLICATED ADVERTISING SERVICE

You tell ACB what product or field you are interested in. Then ACB sends you the advertisements that have news value for you. You learn such things as: . . . when a new advertiser starts . . . new uses . . . new copy appeals . . . new substitutes being offered to replace your products . . . test campaigns by competitors . . . new selling approaches such as premiums and deals. This ACB Research Service is called "unduplicated" because you get the same advertisement but once no matter in how many places it appears.

Like all ACB service you can cover all 1,393 U. S. cities in which daily newspapers are published, or, restrict coverage as much as you wish. Service can be continuous or periodic as desired.

ACB WANTS YOU TO HAVE ITS *BIG* CATALOG

Last year, ACB spent a lot of time in the preparation of a book (or catalog) telling about the different ACB services. It's now ready to send you. We ordered enough so everybody who wants one can have one. So when your boss or your "associate" sees your copy and wonders if he could get one, the answer is yes.

The big ACB Catalog has a lot of information you'll want and can use regardless of whether you ever order an ACB Service or not. Contains many, many case histories of how others have made ACB Services contribute to business success. Rates are quoted on many services.

In this big ACB Catalog is a directory of every U. S. daily newspaper published; and valuable tables reprinted from the U. S. Census of Retail Trade.

ACB The ADVERTISING CHECKING BUREAU INC.

ACB SERVICE OFFICES

353 Park Ave. South	• New York 10
18 S. Michigan Avenue	• Chicago 3
20 South Third Street	• Columbus 15
161 Jefferson Avenue	• Memphis 3
51 First Street	• San Francisco 5

Klein Tests Haddon Hall Diplomats in Providence Media

NEW YORK, July 5—D. Emil Klein Co. is testing its Haddon Hall Diplomat cigars in Providence via tv and newspaper ads.

The introductory push is built around WPRO-TV sportscaster, Chris Clark. The company is sponsoring Mr. Clark's five-minute early evening sports show Monday through Friday, as well as featuring him in its weekly insertions in the Tuesday evening and Wednesday morning editions of the *Providence Journal*. This new product began testing in Providence in mid-April.

The sports tv-print single market effort seems to be an established formula of Waitt & Bond, which owns the Klein company. A few years ago, Waitt & Bond boosted its Boston sales of Blackstone cigars by 30% by concentrating its limited advertising budget in that one city for one year (AA, Oct. 20, '59).

The current tv and print schedule for Haddon Hall Diplomats in Providence will run through mid-July. After that, distribution and advertising may be expanded to other areas of New England and New York, Don Jackson, account executive at Chirurg & Cairns, revealed. #

T-L Integrates Creative Groups

The radio-tv commercial production department has been merged with the copy department at Tatham-Laird, Chicago, thus completing the final step in building a fully integrated creative department. The combined department is under the direction of Jerry Birn, copy chief, and Tom Cadden has been appointed commercial production supervisor. The merger will become effective when Dan Ryan, commercial production manager who founded the department 12 years ago, announces formal date of his retirement.

t.f. Club Opens Contest

The t.f. Club of Cleveland has opened competition for its 10th annual advertising achievement awards. This year, rather than single ads, judging will be based on entire campaigns for a single product or service used in the business press. Contest rules and entry blanks may be obtained from Earl Thomas, Penton Publishing Co., 1213 W. Third St., Cleveland.

Awards will be made at a club luncheon in October.

Kastor, Hilton Elects 3 VPs

Phyllis Cunnyngham has been elected the first woman vp of Kastor, Hilton, Chesley, Clifford & Atherton, New York. She joined the agency in 1958 and is copy group head of the drug and cosmetic division. George A. Bailey and Richard S. Seclow, account executives with Kastor, Hilton, have been elected vps.

Northwest Names McLaughlin

Northwest Natural Gas Co., Portland, Ore., has named Richard N. McLaughlin manager of advertising and sales promotion, succeeding Dale Josephson, who resigned to establish his own public relations and marketing business. Mr. McLaughlin formerly was assistant to Mr. Josephson.

Nestle Markets Zip

Nestle Co., White Plains, N.Y., is test marketing Zip, a chocolate flavored syrup in a drip-proof bottle, in Columbus and Hartford. Newspaper ads are running in both cities and a spot tv schedule is running in Columbus. McCann-Erickson is the agency.

Man bites dog... prospects start phoning salesmen!

MAKE LIKE YOU'RE one of your own salesmen. Your phone rings. A voice says, "Hello, Mr. X – this is Mr. Y. I want to know more about your product. I just read your ad in FOOD Engineering. How soon can you get over here?"

Salesmen's dream stuff? Not with this publication. Check the scoreboard on the left. 76 FE readers said they "Called Local Representative". Here's a playback, master brewer speaking:

> *"We had two systems, Clark and one other. As a result of reading this ad, we got the Clark man up here, and bought 5 of their trucks."*

And this is what keeps happening to salesmen whose products are advertised here in FOOD Engineering. Listen again. This time, it's the owner of a pickle plant talking:

> *"After reading this Oakite ad, I want to look into this Super-Det. I'll call their salesman, and order it."*

Whether you sell equipment, packaging materials, ingredients, plant supplies . . . if you want positive, profitable reader reaction to your advertising, put your ad dollars to work in FOOD Engineering. And you won't have to tell your salesmen when you do. They'll know!

CHECK THERE 1,141 "REACTIONS" BY 400 FOOD ENGINEERING SUBSCRIBERS	
140	Talked to other management men
76	Called local representative
181	Contacted company direct
93	Bought the product
94	Filed ad for future use
47	Wrote for samples
19	Asked for estimate
69	Recommended to others
193	Sent an inquiry
116	Opened up new supply source
204	Resold on present supplier
1,141	

FOOD
ENGINEERING
For Better Management in Manufacturing, Packaging and Marketing

A CHILTON PUBLICATION

Find out what happened when 7 well-known manufacturers took the positive action of putting advertising to work in FOOD Engineering. Send for new booklet "Action/Reaction".

FOOD Engineering, Att: Research Director
Chilton Company,
56th & Chestnut Sts., Philadelphia 39, Pa.

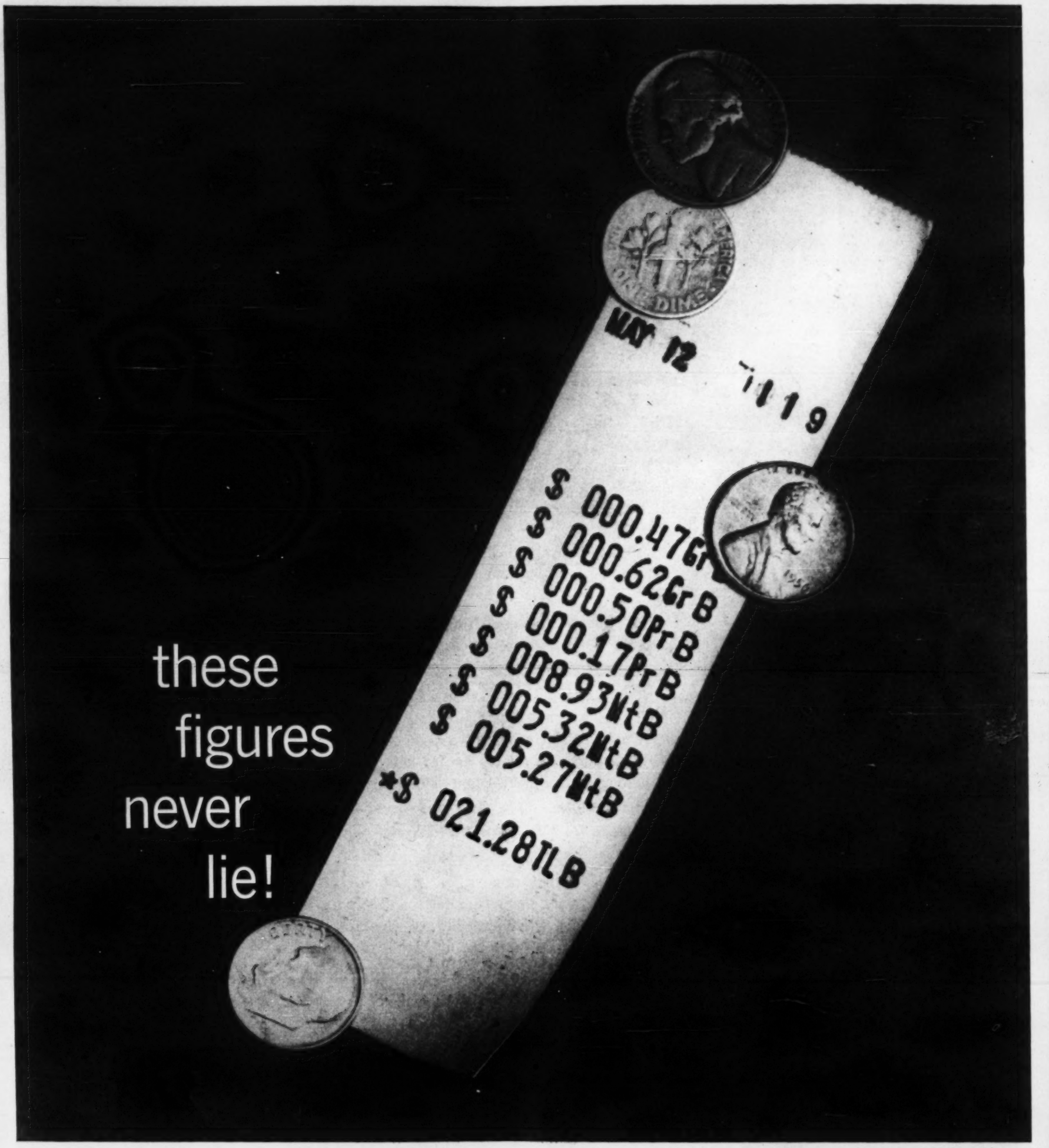
Please send me my personal copy of new booklet – "Action/Reaction".

Name_____ Title_____

Company_____

Address_____

_____



Nothing moves so much goods—so soon as advertising in newspapers—or in their Sunday magazines. Local retailers prove that every day.

PARADE

The Sunday Magazine section of strong newspapers throughout the nation, reaching ten million homes every week.

Advertising Age

Feature Section

Weiss Told You So in 1953

Is It True—About Admen?

Woolf Thumbs Through Notebook

C.M. Cheers a Cheer Ad

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Tyler Picks Ten for June . . .

Creative Side Must Build a Bigger Audience

By William D. Tyler

The critics of advertising claim it is inefficient and expensive. We in the business have customarily accepted this rebuke in contrite silence.

Too bad. Because the facts don't bear out the accusation.

W. D. Tyler

Quite the reverse. Ever since the '20s, the cost of an advertising message has been decreasing. Of what other business cost can the same be said?

The reason this fact surprises people—you too?—is that advertising has become synonymous with rampant, raging prosperity. It has become allied in the public mind with extravagance and skyrocketing profits.

■ True, the volume of advertising has increased in direct proportion to our prosperity. But as the volume has increased, the cost of the individual message has plummeted. Advertising budgets, as proved by Prof. Kenneth H. Myers of Northwestern, have not kept pace with the increase in national income.

There's one flaw in this beautiful picture. The past four years have shown a drop in advertising efficiency. Increase in sets and in circulation have not kept up with the increase in costs. The only way you can lick this one is by getting a bigger audience for each ad or commercial through greater exercise of the creative function . . . as the ads that follow so handsomely demonstrate.

Lady Clairol

This outstanding advertiser is back in again with another great campaign idea, this time for Hair Lightener. Shirley Polykoff's idea, expressed on a gatefold, reads, "If I've only one life. . . " Lift the flap for the rest: ". . . let me live it as a blonde." Copy points out that "champagne pops for blondes, life is tops for blondes, why not be a blonde and see." Ray Betuel is Foote, Cone & Belding's art director. Tie-in ads by Saks Fifth Avenue are headed, "Are you a blonde at heart?" and "You've only one life . . . live it as a blonde!" They were written by Barbara Hayne of Saks.

Fairchild Home Movie Camera

From the little-known agency of Geer-DuBois comes a most important looking magazine spread headed, "Now Hear This. The era of *silent* home movies ends May 23, 1960." This portentous introduction for the first home movie camera with sound is one of the most impressive and professional ads of the year. Rae Brown's layout technique was new and surprising, made the text look as important as it read. The idea of running the first part of the headline over the color photo of kids on a carousel was a ten-strike. Peter Geer's copy, informative and exciting. Advertiser: Fairchild Cinephonic.

Qantas Airlines

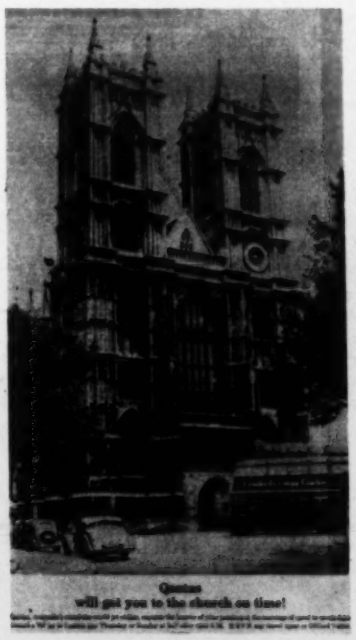
Ad which ran in key city newspapers the day of the Jones' wedding in London was the most amusing of the month. The concoction of Cunningham & Walsh's Fred Manley in San Francisco, the photo of Westminster Abbey was captioned, "Qantas will get you to the church on time!" Copy: "Qantas requests the honour of your presence at the marriage of speed to savoir-faire . . . RSVP any travel agent . . ." John Flack made the layout.

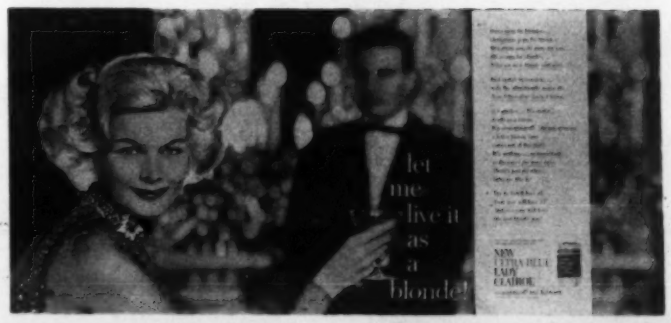
Ford Falcon

This advertising has been a skillful combination of gleeful boasts and borrowed entertainment. The net result is advertising that sinks home its success story and makes you like it. The entertainment is furnished by Peanuts comic-strip characters like the rabbit-eared dog who says, "Not bad for a car named after a *bird*," and other goodies. Ad shown here features a non-stop headline by Thompson's David Leddick. Another is headed, "Why the Falcon is winning the battle of the compacts," and is loaded with unashamed product facts in Sidney Olson's long and interesting copy. Van Stith is the art director and Wally Elton is responsible for the creative approach.

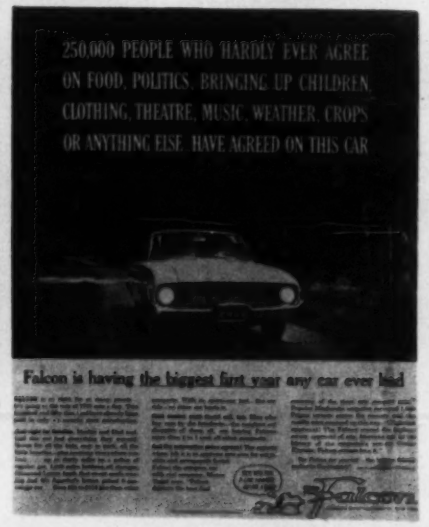
Sheraton Hotels

Cleverest ad of the month ran nowhere but in these hallowed pages. It was designed to look like an ADVERTISING AGE feature and was tagged, "Ad Clinic #17 (a transparent device to get you to read this Sheraton ad)." The ad posed as a





Mrs. Paul Seamans, of Gill, Massachusetts, saw this picture 60 seconds after she took it with her Polaroid Land Camera.


250,000 PEOPLE WHO HARDLY EVER AGREE
ON FOOD, POLITICS, BRINGING UP CHILDREN,
CLOTHING, THEATRE, MUSIC, WEATHER, CROPS
OR ANYTHING ELSE, HAVE AGREED ON THIS CAR
Falcon is having the biggest first year any car ever had

critique of a Sheraton ad which claimed, "Hotel Reservations in 4 seconds." Display copy pretended to dispute this, claimed it wasn't believable. Text rebutted, explained Sheraton had a new reservation machine that made this possible. Ended up, most disingenuously: "To show us how well this ad pulls, send for free, 104-page booklet . . ." Idea and copy was Bill Palmer's of BBDO's Boston office; laid out by Ralph Moxcey.

Rochester Community Chest

The Hutchins agency prepared the advertising for its local combined charities drive with ads like the one shown here, for the YMCA: "The kind of dive you like to see them in." Another showed the heartbreaking picture of a tiny girl patient cheerfully trying to manipulate crutches. Heading: "Wedding Rehearsal." Copy: "For most brides, rehearsal is right before the wedding. But for Judy, there is more to it . . . must first learn to stand and walk." Bob Burns wrote this excellent, big-time series, Ben Peters made the layouts.

U.S. Savings Bonds

This is not the easiest item to advertise successfully these days. Emotional appeals to patriotism are hard to make stick in peacetime, and the investment inducement is not as strong as it was. The Leo Burnett agency has found a third way. The theme: "You save more than money." The approach: enlightened self-interest. Typical headlines: "How to save money the easy way . . . and get back 1/3 more than you saved." And, "Let the Government pay you for saving for something you want." There is an important footnote in every ad—important to advertising. It reads: "The U. S. Government does not pay for this advertisement. It is donated by this publication." Otto Whittaker and Tom Laughlin are responsible for the copy, Mike Ribnikar and Marty Smith for the art direction.

Polaroid Land Camera

The most adroit use of fractional magazine space in years is the new campaign for Polaroid, because it overcomes the drawback to such space units: Lack of impact and visibility. The series consists of nothing more than a "stopper" photograph that covers the entire space, leaving only room for a two-line caption which reads like this: "Mrs. Paul Seamans of Gill, Massachusetts, saw this picture 60 seconds after she took it with her Polaroid Land Camera." Is any more copy needed? This is demonstration advertising of the highest order. Idea was Doyle Dane Bernbach's Bob Olson, laid out by Helmut Krone.

General Electric Dishwasher

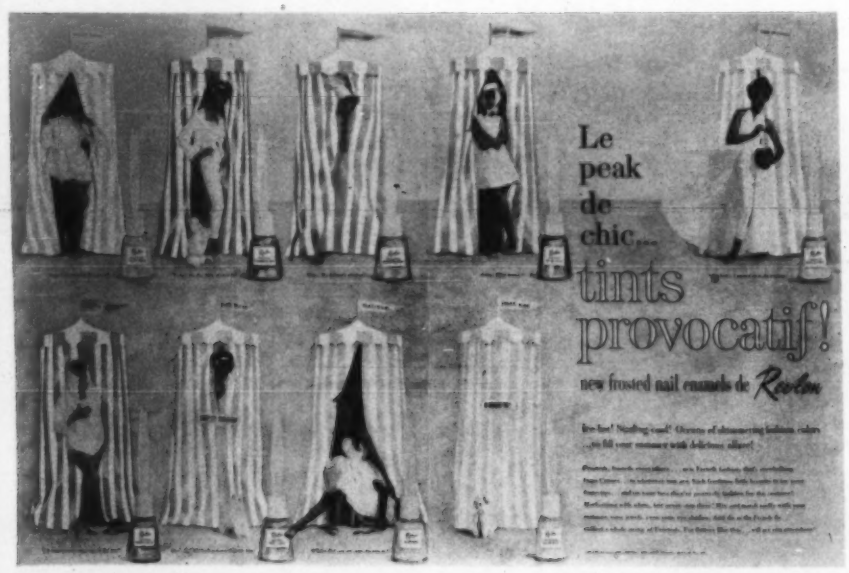
The perfect headline for an ad that offers a set of dishes with every new dishwasher for a Mother's Day promotion was written by Alvin Hampel of Young & Rubicam: "A 32-piece set of dishes Mom will never wash!" Copy lead: "Think big this Mother's Day! Give no more dishes to wash . . . ever." Kevin McNally was the art director.

Revlon Nail Enamel

A Revlon spread with some of the old razzmatazz that characterized the great shade promotions of years past is the one headed: "Le peak de chic," a line that rolls trippingly over the tongue. Highly sophisticated copy, with sexy little captions under each bathing pavilion, gives an over-all effect of vast smartness. Each pavilion, incidentally, represents a shade of enamel color. These shades are described by Joyce Hoffman of Warwick & Legler as, "Ice-hot! Sizzling cool! Flattery like this . . . will get you *anywhere*!" Art director is Juke Goodman. #

Ad Clinic #17
(a transparent device to get you to read this Sheraton ad)
by A. Expert
Make your claims believable
HOTEL RESERVATIONS IN 4 SECONDS
SHERATON HOTELS
Here's a headline that just goes too far.
Wouldn't "4 minutes" be a little more accurate?
No, sir, "4 seconds" is correct. Sheraton's RESERVATRON machine confirms your room anywhere — electronically — in a flash. All you do is phone the nearest Sheraton Hotel or reservation office. To show us how well this ad pulls, we'd like you to send for free, 104-page booklet on Sheraton's 54 hotels. Write: Sheraton Corp., Ad Age Ad #17, 470 Atlantic Ave., Boston, Massachusetts.

How to save money the easy way
and get back ½ more than you saved
You save more than money with
U.S. Savings Bonds
Buy them where you work or bank



On the Merchandising Front . . .

Weiss Rises to Say: 'I Told You So'

By E. B. Weiss

Anyone who tries to forecast marketing trends leaves himself wide open to hoots and catcalls—plus a few brickbats. I've caught my share and, I should add, even the brickbats have, at times, been merited; some of my marketing predictions have been remarkably wrong, especially the time factor.

E. B. Weiss

In any event, since forecasters are human, we succumb every so often to the very human desire to remark: "I Told You So," when the march of events permits. And that's precisely what I propose to do in this column.

It was in October, 1953, that ADVERTISING AGE ran my series of four articles on how the world of marketing would be revolutionized by automation and by electronic data processing. That is almost exactly seven years ago and the very terms "automation" and "electronic data processing" were almost unknown to the then world of marketing.

■ At the *manufacturing* level, the marketing predictions made in that series with respect to automated production, and electronic data processing of inventory, sales and shipments have, obviously, been amply confirmed.

The prophecies made on the same score with respect to retailing have come more slowly. But giant retailers have clearly turned to electronic data processing for their paper work, particularly in the last year or two. They have also turned to automation in the warehouse to a fascinating extent and somewhat more rapidly. Now retail office data processing and warehouse automation are wedded.

But, on the retail floor, it is only in very recent months that I have been given a slight reason for believing that my 1953 predictions were being verified. Mass retailing is only now showing signs of turning both to the mechanical and the electronic on the selling floor.

However, I think these first few steps will become accelerated in short order—in brief, I believe that mass retailing is right now poised on the brink of remarkable developments involving brilliant new concepts of mechanical and electronic operations *right on the selling floor* such as I predicted seven years ago.

■ So, if a reader or two of this column will humor me, I will repeat several of my retail floor predictions from that automation study of seven years ago and tie them in with some present-day developments:

1. Here is what I had to say about the electronic check-out gate seven years ago: "It is my thought that the check-out gate is destined for real revolution—and within the next few years. Here I think we will see the first broad use of electronics on the floor of the retail store.

"The check-out gate tends to be a bottleneck. And in an electronic age, it is really sad to see a girl handle thousands of packages, hunt for the price, cash register keys, etc., etc. There is little question that some day all, or most of this operation, will be done electronically.

■ "I note, in this connection, that an electronic device has been developed that can be hooked up to one or more scales. It can read weights electronically directly from the dial on the scale—and then record, itemize, total, subtract, multiply, extend, prepare invoices, etc.—all automatically!

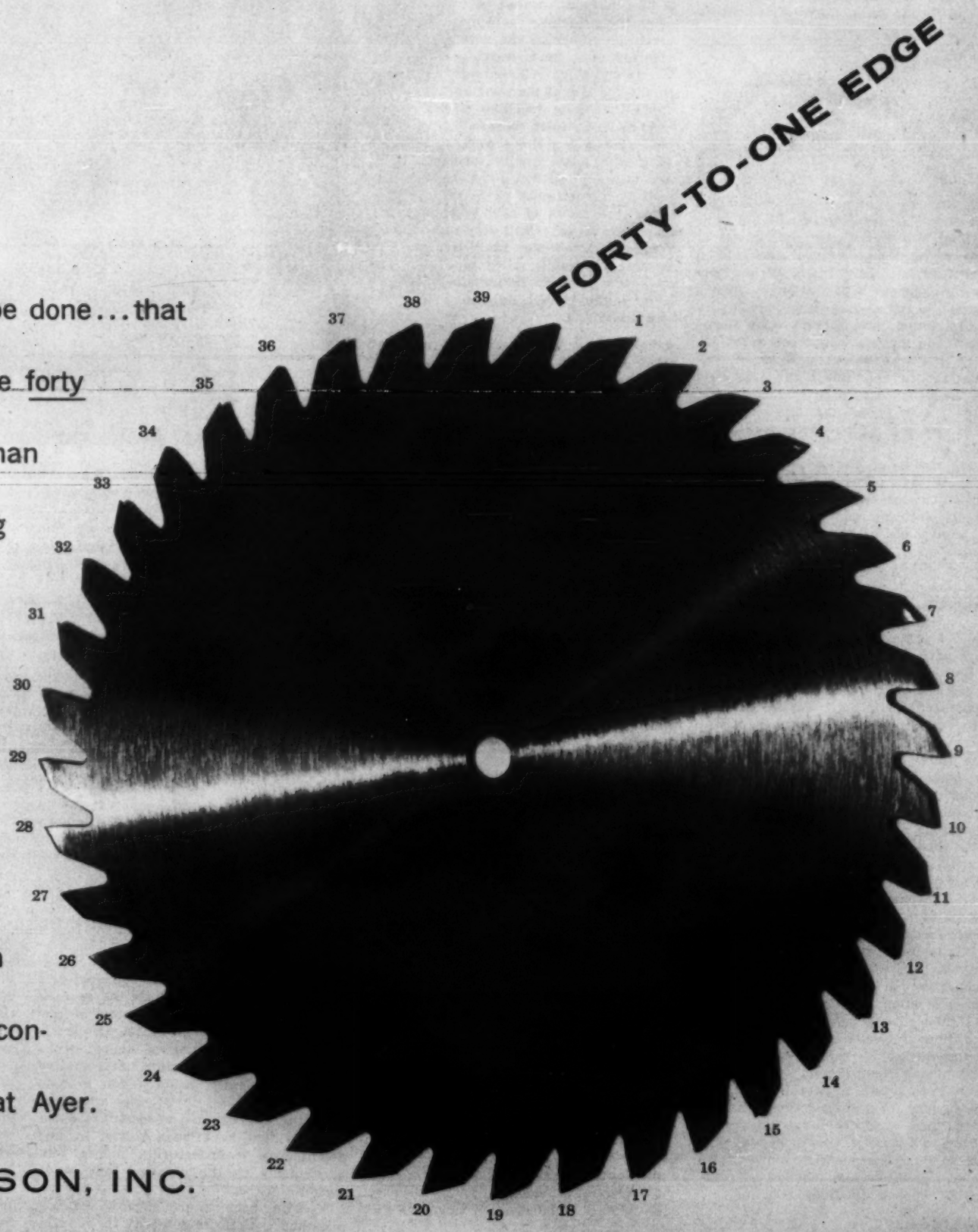
"Now it would appear to me that a device of this general nature will some day be adapted for use at the check-out counter. Instead of reading weights from the dial on a scale, it will read prices on packages; it will then record, itemize, total, etc.—all automatically. The blockade at the check-out gate will disappear; costs will be slashed, and there will be no mistakes!"

Today, Sylvania and several other giant manufacturers have brought the electronic check-out gate to the point where it is ready for store testing. There is little

The commercial is the payoff

Research says it can be done... that one commercial can be forty times more effective than another for a competing product. Swings like this (and some a lot less spectacular) can show up—fast—on the profit-and-loss sheet.... A fact which dominates our whole concept of selling here at Ayer.

N. W. AYER & SON, INC.



doubt that the electronic check-out gate, particularly as part of a fully-automated store, will be very much in the news over the next two years.

■ **2.** Then, regarding the electronic store detective, I said: "I can see the science of electronics coming to the rescue of retailers in connection with their burdensome problem of employe and shopper pilferage. The electronic eye will do what the human eye has done rather poorly. Electronics will also cut the shrinkage due to faulty accounting. It will also cut the shrinkage due to spoilage. And it may prove quite a factor in actual detection of the pilferer—shopper and employe." The anti-pilferage use of closed-circuit tv is, of course, common today.

3. Concerning broader applications of mechanical and electronic techniques on the retail floor, this is what I had to say seven years ago: "The First Retail Revolution, about which I have had a bit to say over the last six or eight years, included the trend toward self-service, self-selection, pre-selection, quick service.

"The Second Retail Revolution will involve in successive steps:

"A—the mechanization of self-service, self-selection, etc.

"B—the application of electronic techniques to retail warehousing and office procedures.

"C—the ultimate employment of electronic techniques on the retail selling floor."

■ "I earnestly believe that, within the next decade, a sizable proportion of mass retailing will have gone mechanical in many of its functions, and electronic in other functions. And I feel certain that this development will be broad enough in scope, in the coming decade, to justify the description, 'The Second Retail Revolution,' and that its impact on manufacturers and wholesalers will be of immense significance. But I can even now hear the hoots of derision."

Just a few weeks ago, the operations vp of the big Alpha Beta food super chain stated publicly: "Automation is coming rapidly to the retail grocery industry. I have plans on my desk for a fully-automated store. As of today, you can buy electronic equipment and within six months be automated. Dynamic changes are in the offing, a swing to new types of selling groceries. Four electronic companies are already working on the automation setup."

■ **4.** Concerning the vending machine, this is what I had to say seven years ago: "In public demand for nocturnal shopping may be one of the great contributions of mechanized retailing. Why? Because banks of mechanized retailing contrivances can be placed outside of stores, when stores are closed—and make certain merchandise available to the public through the wee hours. Moreover, these mechanized retail devices can be placed in locations not now utilized efficiently for the retailing of general merchandise—the 'gas' station, for example, and train and bus terminals, etc.

"Also, mechanized retailing may offer benefits in alleviating one of mass retailing's greatest problems—the peak-hour rush. It is during the peak hour that too many shoppers walk out having made no purchase, or having bought only half of what they intended to buy, simply because they cannot complete the buying transaction. But with mechanized facilities functioning as a peak-hour 'extra,' walkouts may be cut down.

"Will those phases of retailing that turn to mechanics for selling merchandise do it in the same way? Of course not. Just as we have self-service, self-selection, preselection, quick service right now—so we will have gradations of mechanical principles as applied to floor retailing.

■ "Will everybody who tries it be successful? No indeed. Few great developments profited all of the early pioneers—from autos to radio.

"In any event, that the mechanization of retailing is coming, seems to me certain.

"Of course, everybody in marketing is at least reasonably well acquainted with the remarkable spread of the vending machine sale of cigarets. But, if anything, this outstanding example of the application of mechanical principles to retailing—plus such examples as Coca-Cola and other soft drinks, chewing gum, etc.—has tended to curb imaginative concepts of the potentials of mechanical retailing.

"The explanation is that we tend to think in terms of the traditional vending machine. That may be quite a natural thing to do, but it places a retarding brake on the expanding use of broader mechanical principles in retailing merchandise.

■ "Traditional concepts of the vending machine involve limitations with respect to:

"A—the complexity of the mechanical action.

"B—the employment of other modern scientific principles, both mechanical and electronic (such as the new devices that electronically heat, wrap, seal and deliver a sandwich in 20 seconds).

"C—the size of the sales unit (thus, the cigaret vending machine is not widely used in food supers because it presumably can vend only a single pack, and the supers have been highly successful with, and naturally prefer, a five-pack unit as well as the ten-pack carton).

"D—the factor of coin acceptance and change making. (Until very recently, 50¢ was considered the limit the machine could take and it could take that sum only in a few coin combinations. Also, it could make change only in a few coin combinations.)

■ "I believe that mass retailing must think in images that bear little relationship to the traditional vending machine.

"Take that matter of the coin limitation on the individual sale for a machine. I have a circular prepared by the General Register Corp., Long Island City, which describes a passenger-operated transportation ticket vending machine. This device accepts any combination of coins, except pennies, up to $2.50. It makes available tickets to 60 different destinations. It provides the desired ticket—makes change to the exact cent.

"This is an accounting machine as well as a vending machine. It maintains running totals of tickets sold to each of the 60 destinations. It tallies a grand total. It also totals the amount of money deposited by the purchaser—and the amount of change delivered with each purchase. In other words, it furnishes, automatically, a verified cash control as well as detailed operating statistics.

■ "This is a fascinating development—because there has always been a gap between the retail sale and its accounting. That gap may now be narrowed, if not completely closed, precisely as the gap between office and factory is being narrowed.

"There is no technical reason, apparently, why this same device cannot be employed in merchandising a variety of small items; scores of items, and even hundreds. Instead of printing a ticket, a release could be actuated that would drop a packaged item down a chute—and from that point, much of the action of the device would be the same.

"I consider this development so significant, that I would like to recap what this machine can do:

1—Print tickets,

2—Accept change up to $2.50,

3—Make change in as many as 70 coin combinations,

4—Control cash,

5—Account for sale,

6—Attend to business 24 hours of the day.

■ "Could a machine of this type have 'bugs'? It could. But so did just about everything of a mechanical or electronic origin that was first put on the market.

"To me, the great significance of this development is that it represents unfettered, imaginative thinking applied to the vending machine principle. And insofar as the complexity of its action is concerned, surely this in no wise compares with the unbelievable complexities of function that have been solved by the machine in manufacturing plants, and particularly by the amazing new automation controls.

"Getting back to the cigaret vending machine: I see no reason why the market may not be provided, some day, with a mechanical device that will be able to sell packs of five or packs of ten, and accept the required coins and make the required change. (And I might add that, since electronic devices can 'read' subtle chemical changes in a chemical plant process, it should not be beyond the ability of the electronic sciences ultimately to provide a device that will 'read' bills and thus wipe out the existing restriction that limits the vending machine concept to coins.) What is more, the time may come when the U.S. Treasury will be compelled to consider the coinage requirements of retailing and then perhaps the vending machine concept will be given a vastly freer rein than is now feasible.

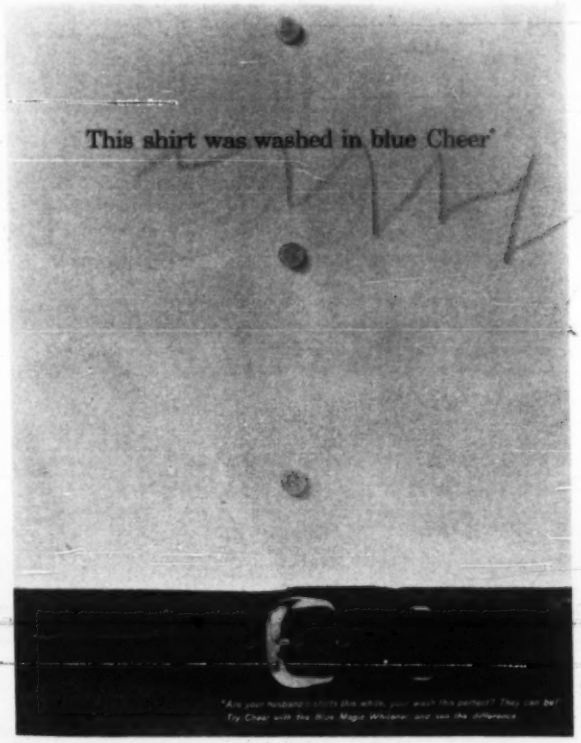
"What all of this suggests is that the vending machine, particularly when it is

The Creative Man's Corner . . .

Writers' Road to Extinction

Long ago West Virginia Pulp & Paper Co. ran a powerful series of ads exemplifying the slogan, "The paper is part of the picture."

Surely the art director who thought this one up must have run into that campaign. We say art director, because surely no copywriter would be guilty. He might think of it, but he would most certainly adjourn to the nearest asylum of



solace to seek forgetfulness in a martini or four or five. Because any man who makes his living putting words together to sell things need look at this magnificent creation only once to see his livelihood going out the window.

Seven words and a 24-word footnote! Yet even one more word would have detracted from the effect. What arresting power in those acres of pure white space! And how much more dramatic than to have shown the usual Hollywood-type Adonis, in the usual white shirt pose, complete with admiring females clustering around. Here, no lines to show seams or pockets. No nothing—except three pearl buttons and a southern boundary of flannel slacks and belt.

Happily for copywriters as a class, few products permit such treatment. But all honor to the man who dreamed up this stark, stimulating stopper!

A while ago there was a widely circulated color page for Life Savers, which had four words of copy—"Still only a nickel." That was a fine job, too. But it leaned on all the years of previous Life Saver advertising, and complete public familiarity with the product, its taste, eye-appeal, convenience, and availability.

This Blue Cheer ad leans on nothing else. It could be the first ad ever run on Blue Cheer, and still do a job of sending women running to buy the product.

We admire fine writing. When many words are needed to tell a story, we like to see them well chosen and well put together. But certainly restraint is one of the prime ingredients of good composition, and here is the perfect example. #

TAKE A CLOSER LOOK AT

NEW TEMPLAR® COATED OFFSET!

New TEMPLAR Coated Offset is new in every way except name. New whiteness, brightness and ink receptivity have been engineered into TEMPLAR Coated Offset to give you greater fidelity of reproduction in both black and white and full color. Press-engineered surfaces assure top performance; greater strength provides excellent foldability. Why not take a closer look at the new TEMPLAR Coated Offset and see for yourself. For more information and samples, call your Champion Paper merchant or write: THE CHAMPION PAPER AND FIBRE COMPANY • HAMILTON, OHIO

CHAMPION PAPERS

CHAMPION SETS THE PACE IN PAPERMAKING

THESE MERCHANTS SELL CHAMPION PAPERS

QUALITY HOUSES THAT OFFER A QUALITY LINE OF PAPER

ALABAMA
Birmingham — The Whitaker Paper Company
Mobile — The Partin Paper Company
Montgomery — W. H. Atkinson...Fine Papers

ARIZONA
Phoenix — Blake, Moffitt & Towne; Butler Paper Company
Tucson — Blake, Moffitt & Towne

ARKANSAS
Little Rock — Roach Paper Company

CALIFORNIA
Fresno — Blake, Moffitt & Towne
Los Angeles — Blake, Moffitt & Towne; Carpenter Paper Company
Oakland — Blake, Moffitt & Towne
Sacramento — Blake, Moffitt & Towne
San Francisco — Blake, Moffitt & Towne; Carpenter Paper Company
San Jose — Blake, Moffitt & Towne
Stockton — Blake, Moffitt & Towne

COLORADO
Denver — Graham Paper Company

CONNECTICUT
Hartford — John Carter & Co., Inc.
New Haven — John Carter & Co., Inc.

DELAWARE
Wilmington — Whiting-Patterson Co., Inc.

DISTRICT OF COLUMBIA
Washington — The Whitaker Paper Company

FLORIDA
Jacksonville — The Jacksonville Paper Co.
Miami — The Everglade Paper Company
Orlando — The Central Paper Company
Tallahassee — The Capital Paper Company
Tampa — The Tampa Paper Company

GEORGIA
Atlanta — The Whitaker Paper Company
Macon — The Macon Paper Company
Savannah — The Atlantic Paper Company

IDAHO
Boise — Blake, Moffitt & Towne

ILLINOIS
Chicago — Dwight Brothers Paper Company; Parker, Schmidt & Tucker Paper Co.
Decatur — Decatur Paper House, Inc.
Peoria — Peoria Paper House, Inc.
Quincy — Irwin Paper Company
Rock Island — C. J. Duffey Paper Company

INDIANA
Fort Wayne — The Millcraft Paper Company
Indianapolis — Indiana Paper Company, Inc.

IOWA
Des Moines — Carpenter Paper Company; Pratt Paper Company
Sioux City — Carpenter Paper Company

KANSAS
Topeka — Carpenter Paper Company
Wichita — Southwest Paper Company

KENTUCKY
Louisville — The Rowland Paper Company, Inc.

LOUISIANA
New Orleans — The D & W Paper Co., Inc.

MAINE
Augusta — John Carter & Company, Inc.

MARYLAND
Baltimore — Garrett-Buchanan Company; The Whitaker Paper Company

MASSACHUSETTS
Boston — John Carter & Company, Inc.
Springfield — John Carter & Company, Inc.
Worcester — John Carter & Company, Inc.

MICHIGAN
Detroit — The Whitaker Paper Company
Grand Rapids — Central Michigan Paper Co.

MINNESOTA
Minneapolis — C. J. Duffey Paper Company; Inter-City Paper Company
St. Paul — C. J. Duffey Paper Company; Inter-City Paper Company

MISSISSIPPI
Jackson — Jackson Paper Company
Meridian — Newell Paper Company

MISSOURI
Kansas City — Carpenter Paper Company; Wertgame Paper Company
St. Louis — Acme Paper Company; Shaughnessy-Kniep-Hawe Paper Company

MONTANA
Billings — Carpenter Paper Company
Great Falls — Carpenter Paper Company
Missoula — Carpenter Paper Company

NEBRASKA
Lincoln — Carpenter Paper Company
Omaha — Carpenter Paper Company

NEW HAMPSHIRE
Concord — John Carter & Company, Inc.

NEW JERSEY
Newark — Central Paper Company
Trenton — Central Paper Company

NEW MEXICO
Albuquerque — Carpenter Paper Company

NEW YORK
Albany — Hudson Valley Paper Co.
Binghamton — Stephens & Company, Inc.
Buffalo — Hubbs & Howe Company
Jamestown — The Millcraft Paper Company
New York City — Forest Paper Co., Inc.; Milton Paper Co., Inc.; Pohlman Paper Co., Inc.; Reinhold-Gould, Inc.; Royal Paper Corporation; The Whitaker Paper Company
For Export — Bulkley Dunton (Far East); Bulkley Dunton S. A.; Champion Paper Corp., S. A.; Champion Paper Export Corp.
Rochester — Genesee Valley Paper Company

NORTH CAROLINA
Asheville — Henley Paper Company
Charlotte — The Charlotte Paper Company
Raleigh — Epes-Fitzgerald Paper Company

OHIO
Akron — The Millcraft Paper Company
Cincinnati — The Cincinnati Cordage & Paper Company; The Whitaker Paper Company
Cleveland — The Millcraft Paper Company
Columbus — Sterling Paper Company
Dayton — The Cincinnati Cordage & Paper Co.
Mansfield — Sterling Paper Company
Toledo — The Millcraft Paper Company

OKLAHOMA
Oklahoma City — Carpenter Paper Company; Oklahoma Paper Company
Tulsa — Beene Paper Company; Taylor Paper Company

OREGON
Portland — Blake, Moffitt & Towne; Carter, Rice & Co. (Division of Carpenter Paper Company)

PENNSYLVANIA
Allentown — Kemmerer Paper Company (Division of Garrett-Buchanan Company)
Lancaster — Garrett-Buchanan Company
Philadelphia — Garrett-Buchanan Company; Paper Merchants, Inc.; Whiting-Patterson Company, Inc.
Pittsburgh — The Whitaker Paper Company
Reading — Garrett-Buchanan Company

RHODE ISLAND
Providence — John Carter & Company, Inc.

SOUTH CAROLINA
Columbia — Epes-Fitzgerald Paper Company

SOUTH DAKOTA
Sioux Falls — Sioux Falls Paper Company

TENNESSEE
Chattanooga — Bond-Sanders Paper Company
Knoxville — The Cincinnati Cordage & Paper Company
Memphis — Roach Paper Company; Taylor Paper Company
Nashville — Bond-Sanders Paper Company

TEXAS
Amarillo — Kerr Paper Company
Austin — Carpenter Paper Company
Dallas — Carpenter Paper Company; Olmsted-Kirk Company
El Paso — Carpenter Paper Company
Ft. Worth — Carpenter Paper Company; Olmsted-Kirk Company
Harlingen — Carpenter Paper Company
Houston — Carpenter Paper Company; Southwestern Paper Co.
Lubbock — Carpenter Paper Company
San Antonio — Carpenter Paper Company
Waco — Olmsted-Kirk Company

UTAH
Ogden — Carpenter Paper Company
Salt Lake City — American Paper & Supply Company; Carpenter Paper Company

VIRGINIA
Norfolk — Epes-Fitzgerald Paper Company
Richmond — Epes-Fitzgerald Paper Company

WASHINGTON
Seattle — Blake, Moffitt & Towne; Carpenter Paper Company
Spokane — Blake, Moffitt & Towne; Spokane Paper & Stationery Co.
Tacoma — Blake, Moffitt & Towne
Yakima — Carpenter Paper Company

WEST VIRGINIA
Huntington — The Cincinnati Cordage & Paper Company

WISCONSIN
Milwaukee — Dwight Brothers Paper Company

CANADA
Toronto — Blake Paper Limited

THE CHAMPION PAPER AND FIBRE COMPANY

General Office: Hamilton, Ohio

Mills at Hamilton, Ohio . . . Canton, N. C. . . . Pasadena, Texas

FOR FULL INFORMATION ON HOW THIS ADVERTISEMENT WAS PRODUCED, WRITE OUR ADVERTISING DEPARTMENT, HAMILTON, OHIO

vastly improved mechanically, will represent a new form of retailing. And that, in turn, will compel re-thinking with regard to price lines, sales units, variety, location, etc."

■ Currently, a vending machine capable of accepting paper bills and making change up to $9 is being tested—one is in operation on the main floor of Macy's. This machine is dispensing soft goods. The manufacturer, Universal Match Co., expects to have 200 units available to retailers by the end of 1960. If all goes well, production of this unit may jump to several thousand by 1961.

It is also interesting to note that a news report from Moscow states that the Soviet retail trade is preparing for a massive switch to automatic vendors, not only for drinks, but for foodstuffs, soft goods, etc. The goal is to set up 350,000 of these automats in Russia by 1965. They will include, according to the announcement, "miniature department stores." (Remember the sputnik—don't downgrade this announcement.) Is Russia to turn to mechanical retailing faster than our land of self-service? This would be ironic.

Pepsi-Cola is testing an automatic vendor that dispenses six-packs. Other automatic vendors now serve an amazing variety of perishables. We have roadside eating places that are entirely mechanical and, of course, the plant restaurant today is a fantastic example of automatic vending. Also, the variety of merchandise dispensed by automatic vendors, the growing size of the batteries of vendors, combine to underscore the remarkable progress that lies ahead for automatic vending employing both mechanical and electronic principles.

■ **5.** An interesting verification of some other prophecies made in that 1953 series is to be seen in the operation of a unique hardware store—Throckmorton's, in Dayton. Here's how it works, as reported in a recent issue of *Modern Packaging*: "Throckmorton stocks 14,000 items. On the sales floor, each is displayed with all descriptive information as to price, brand, size, style, color and an invoice number. The shopper merely selects a nearby card with the same number as the item of his choice and takes his collection of cards to a cashier, who puts them in a machine that calculates the total which the purchaser pays. During this transaction, duplicates of the order are made for the store's bookkeeping records and for transfer by chute to the stockroom, where the order is assembled and sent to one of the ten pick-up windows ready for take-out.

"Three-foot wide aisles save valuable display space, yet provide plenty of room for shoppers who have no need for push-carts. Saving through elimination of shoplifting alone is reportedly enough to pay yearly rental of the equipment. There can be no pilferage, because there is no stock to pilfer—only samples attached to the display fixtures. There is no need for price spots of pre-pricing on the packages because price is given on the display and on the cards. The customer receives fresh, unhandled packages from stock. Displays are easy to keep neat and in order without shopwear.

"Throckmorton estimates the operation reduces labor 25% and can offer service twice as fast as conventional self-service.

■ "What would such an operation do to packaging in the supermarket? The system immediately eliminates the concept of multiple facings. Only one sample is necessary to tell the story. In the case of hardware, many products are demonstrated in display without packaging—requiring the package only for stock handling and for the customer to take home. This might change the whole concept of today's transparent packages—film bags, blister packs and skin packages—the chief objectives of which are to display contents without shopwear and to provide convenient, see-through selling units.

"New techniques would be necessary for brand emphasis not only in the small space allotted for the display sample, but to assure continuous brand recognition on the package from factory to stockroom and to the home of the customer.

"The automated store poses all kinds of questions that packagers and store operators may have to answer in the not-too-distant future. The questions involve everything from purely physical aspects of stock handling and display to psychological factors of shopper reactions to this new and revolutionary merchandising concept."

■ Yes, indeed—the age of mechanical and electronic floor retailing is bowing in. And, thinking back over the fantastic degree to which *manual* self-service and self-selection revolutionized marketing, one may permit his imagination to soar concerning the marketing revolution that is now about to change the face of marketing as a direct consequence of mechanical and automated floor retailing. #

tally calculate when I will next be in Mountain View, I note bullet specifications above the "Cars on Display" line. "Hydramatic, Power Steering," etc. And suddenly I realize the dealer is not offering the old fashioned car for sale. He is offering new cars. The shiny old red model must simply be an irrelevant illustration.

■ I re-examine the face of the card. In tiny type in black on the illustration itself, I discover: "1904 REO RUNABOUT." Then too I note a Pennzoil can at lower left, and "We Recommend PENNZOIL With Z-7." And again in light tiny type: "SEE REVERSE SIDE FOR AN IMPORTANT MESSAGE."

It becomes apparent that Pennzoil provides the cards, free I suppose, for the privilege of advertising the "recommendation"—the consideration for the "free" cards no doubt being the stocking of Pennzoil, etc.

The "important message" is about as weak an appeal on behalf of Oldsmobiles as one could come up with. The Pennzoil message is subordinated to the point of evaporation. So a fairly expensive (at even any low price) advertising effort again wastes everybody's money. The perpetrators of the program may say: "But you don't understand. We can't print every different make of car for the dealers who sell Pennzoil, so we show a car no one sells." I do understand and I say the desire to promote is commendable but it's also wasteful. And I will be told, perhaps: "This is a sensationally successful program. It has sold 80,000 additional Pennzoil dealers, and over 11,000,000 cars for dealers in 90 days. You don't know what you're talking about."

■ But I do know what I'm talking about. I'm talking about another of the many "schemes" worked out by promotion people (who simply have to promote) and put into the works despite gears of rationality that don't mesh. Too many compromises with the rational always waste advertising money. #

Learning from the Retail Ads . . .

'See Reverse Side'

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

The unwary retail business man, be he seller of baby chicks, catnip, bale elevators, or automobiles—needs to safeguard his advertising budget night and day. The purveyors of "easy ways to advertise" are legion. Their schemes are without number. A few of them are sound. A great many more are not.

Even manufacturers who should know better, absorb retailers' advertising dollars like a sponge laps up water, frequently to no sound end.

Usually, a retailer's advertising budget is his only way to keep in continuing touch with a public that includes prospects who can give him great growth and profit. But when his money is spent for the usual "canned advertising," chances are 50-50 at least, it will sink into the great sea of public indifference, unnoted and unsung.

■ Here you see the two sides of a giant postcard I recently received. It's in four colors on one side, one color on the other. It is addressed to me, not to "occupant." The automobile dealer who sent it went to some expense and pains to get my name onto a stencil. He apparently expects to pay some attention to me periodically.

I note the beautiful old-fashioned automobile and casually wonder if this "PEARSON AUTOMOBILE COMPANY" is now selling these fairly well-publicized reproductions of classics. When I turn the card to the address side, I see "88 HOLIDAY SCENICOUPE $3350." This I take to be the price of the shiny red old-fashioned car.

I note the line also: "Cars on Display in Our Showroom." As I think for a moment that it would be pleasant to see the old fashioned automobile, and men-

Tips for the Production Man . . .

New Plastic Book Cover Material Has Decorative Potential

By Kenneth B. Butler

Third dimension in a magazine cover was used by *Book Production* as a covering for its May issue, introducing a new product in plastic cover material. The raised surface was applied to the magazine name logotype, a process described as "vacuum-forming."

The material used is a product called Boltaron, a new plastic sheet introduced by General Tire & Rubber Co. Linked with four-color process lithograph printing of a selection from the Fifty Best Books of the Year, the plastic cover was adhesively bonded to the magazine's regular coated cover enamel by National Adhesives.

■ General Tire's new book cover material is virtually tear-proof and can be printed by offset or letterpress, silk screened, even gold-stamped. Pencil or grease markings wipe off with a damp cloth, as does dirt and soil.

Book Production presents its unusual cover as a publishing "first" and feels the process will find its way into use in the

packaging field. Inks had to be selected that would suffer little alteration during the vacuum forming which requires high temperatures.

■ To accomplish the vacuum forming, a male die was jigsawed to shape, out of aluminum. The die was mounted to an aluminum plate over a vacuum box. Pinhole perforations on base plate permitted withdrawal of air. Covers, printed four-up, were positioned above the die about an inch, and controlled heat drawn over the area of the sheet to be formed. At 275-degree Fahrenheit temperature, the material was lowered to the die, air evacuated from it, draping the sheet over the die.

The publication explains that, when heated, the thermoplastic sheet becomes soft and pliable and in this state can be formed or stretched to almost any desired shape with use of proper molds.

The additional cost of the vacuum forming is estimated as 25% higher than regular embossing.

The decorative potential is wide. In addition to books, the process may have important applications in packaging, posters, catalogs, loose-leaf binder covers, and exterior surfaces of manufactured novelties. #

Is It True What They Say About Admen?

(From a speech made by Ralph Vines, senior copywriter, The Ralph H. Jones Co., to the Miami University (O.) chapter of the Society for the Advancement of Management.)

Is it? Is it true what they say about admen? AND is it also true what they say about students?—about professors? —about taxidermists?—about *any* group of people?

The answer is: Well, not very often.

Four books have contributed most to the public "image," if you will allow the term, of admen. Two works of fiction and two works of largely non-fiction. They are: "The Hucksters," "The Man in the Gray Flannel Suit," "Madison Avenue, U.S.A.," and "The Hidden Persuaders."

■ From the first one, we remember the tyrannical client, based on a real life tycoon, a man who shouted, shocked and hammered his product to public attention. He was the villain of the book, a company president who forced his agency to give him the kind of advertising he wanted.

The hero of "The Hucksters" also had a real life prototype, it is alleged, a man who later grew up to become a responsible head of a television network—with spectacular results.

But however admirable the adman hero was or became, from this book on, admen have been known as hucksters, a label with dubious connotations.

■ With the "Man in the Gray Flannel Suit," advertising wasn't involved at all. This novel was about a man in public relations with lively private relations. He wrote speeches at work and heard speeches at home. There wasn't an adman important in the book. Yet somehow in the public mind—helped along by gossip columnists and tv comics—the phrase "Gray Flannel Suit" came to mean an adman. Why? There's a good reason, which we'll come to, in about six paragraphs.

Our third book, "Madison Avenue, U.S.A." gives admen a better break. Its examples are fair and its judgments are considered. But the title again became another label, another unfriendly label.

But the real low blow for admen came with the publication of "The Hidden Persuaders." We've got a new label, no more accurate than the others, but much more damaging. Now, in addition to being overpaid, opportunistic, ethic-dwarfs, we are reputed in "The Hidden Persuaders" to be stationed inside the skull of the consumer taking notes—and taking unfair advantage of him.

■ This notion would be amusing if so many people didn't seem to believe it. It indicates the presence of a general fear of being persuaded by new and unknown forces.

There is nothing new—or necessarily evil—about persuasion, hidden or open. It has been with us a long time. Most of the good things most of us do are the result of subconscious influences.

A primitive man brought into a temple or cathedral knows instinctively that here is a place dedicated to holiness. He sees the use of dimness—for mystery—contrasted to the eternal flame or shimmering candles—of hope. Such a scene is a wonder in our eyes and in our hearts. It moves primitive and civilized man alike . . . with its hidden persuasion.

■ With nothing new or intrinsically wrong with appealing to the subconscious, then why did this exaggerated—even hysterical—book find so many readers willing to believe its charges?

It filled a need. It offered its readers the latest pseudo-evidence of the wicked witchery of admen. They think we are witches and warlocks, now newly armed with irresistible secret weapons.

This fear exists. Why else would they pick up this progression of epithets—Hucksters, Gray Flannel Suit (with its curious variant—Gray Flannelmouth), Madison Avenue, and Hidden Persuaders —and make such damaging use of these labels!

■ So if this is even a slightly accurate reading of a general fear, no wonder "The Hidden Persuaders" sold well. It gives "evidence" to justify the primitive terror of witchcraft, which fear has as its basis the distrust of anyone who seemingly has powers beyond understanding.

If this is *your* feeling—that admen can work miracles, that they can take any product and weave a magic spell about it, and about you—don't you believe it!

Admen are clearly, highly and regularly resistible.

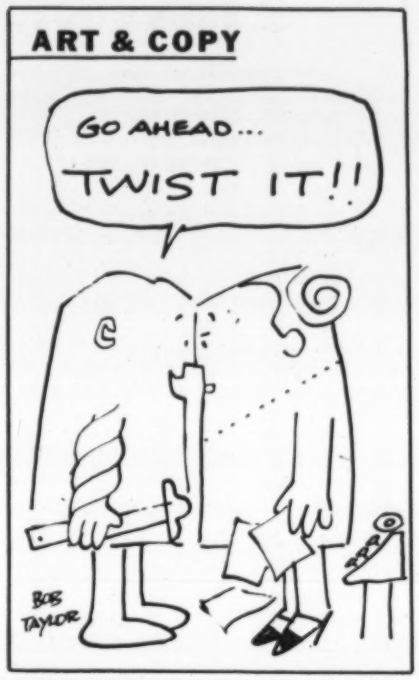
There's one word that will dispel any magic that may surround admen in your mind. This one *un*-magic word you can say to yourself over and over and over. Just say, "Edsel . . . Edsel . . . Edsel."

■ It came out with excellent advertising, but it just wasn't the right product in the right place at the right time.

You simply didn't want it. So no matter what the ads said, you didn't buy it. Remember that. And remember that the same company that made the Edsel has followed it with two more new cars, the Falcon and the Comet, both of which you are buying in large numbers. You see them. You like them. You buy them, with the help of excellent advertising.

You, the consumer, have a mind of your own. If there's a product that you don't like, there's no adman in the world who can get you to buy it.

■ So there's no need for you to be afraid of us. We're your friends. We want to tell you about new things and new tastes and new ways of doing something better. Much of the fun of living is in seeing, tasting and using new things. You are more alive, because of the friendly stimulation you get from good advertising. About *un*friendly stimulations, I can only affirm my belief that annoying tactics defeat themselves, because you quit buying products that consistently offend—and good for you!



A few days ago in Cincinnati, men from three advertising agencies were told to be in the office of a city official at 10 o'clock Monday morning. They kept the peremptory appointment and learned that to them was being given the responsibility of getting word to Cincinnati about a crash program to innoculate all pre-school children with Sabin polio vaccine.

■ These three admen put their agencies into prompt action without question or expectation of payment. They secured voluntary commitments for space and time from all local newspapers, radio and television stations, and quickly supplied the media with ads and announcements. Cincinnati parents got the word. More than 71,000 children received the Sabin vaccine. The program was a terrific and entirely voluntary success, thanks in large part to the work of admen. City officials turned to agencies for help, because they *know* admen to be responsible people who could get the job done.

Note this example of real life accomplishment. Ask yourself if you shouldn't re-examine your suspicion of the alleged and imaginary witchcraft of admen. To help you change your view of the adman as being supernaturally shrewd and diabolically clever . . . is why I'm here tonight. I stand before you as clear and unmistakable evidence to the contrary.

The defense rests. #

What They Were Saying 25 Years Ago . . .

Headline in Advertising Age (AA, July 8, 1935):

"Canned Beer Makes Midwestern Debut, Sponsored by Pabst"

Headline in a magazine ad (AA, July 22, 1935):

"Refreshing as a Morning Breeze—Ice-Cold Coca-Cola with Your Breakfast"

Salesense in Advertising . . .

Jottings from My Notebook

By James D. Woolf
Creative Consultant

Are double-page spreads and multiple-page gatefolds, always, in every case, a wise investment? I just don't know and I don't think anybody else does. The cost of a three-page gatefold will buy three single pages, or six half-pages. The cost of a campaign of three three-page gatefolds will buy nine full-page insertions, or 18 half-pages, or 36 quarter-pages. Admittedly, gatefolds have brute strength and pack a wallop, but as against this, smaller units of space allow for frequency of insertion and repetition of impact. Running an ad 12 or 18 times, as against one insertion of a giant unit, increases the chances of being seen. Everything, I suppose, depends on the objective, but I do think there is food for careful thought in the question of a massive space unit vs. a series of smaller insertions. The relative value of repetition and magnitude is something we know little about; I believe there exists no reliable data on this question.

James D. Woolf

* * *

What are the relative merits of positive vs. negative appeals in advertising? Tests by psychologists ("Psychology in Advertising," by Albert T. Poffenger, Ph.D.) show that pleasant impressions are remembered more vividly and longer than unpleasant ones. He wrote that "feelings, pleasant and unpleasant, have an effect upon the memory. There is, among the laws of learning, a law called the 'law of effect.' It states that in the process of learning, those experiences which are pleasing or satisfying tend to be permanently fixed, and those that are unpleasant or dissatisfying tend to disappear."

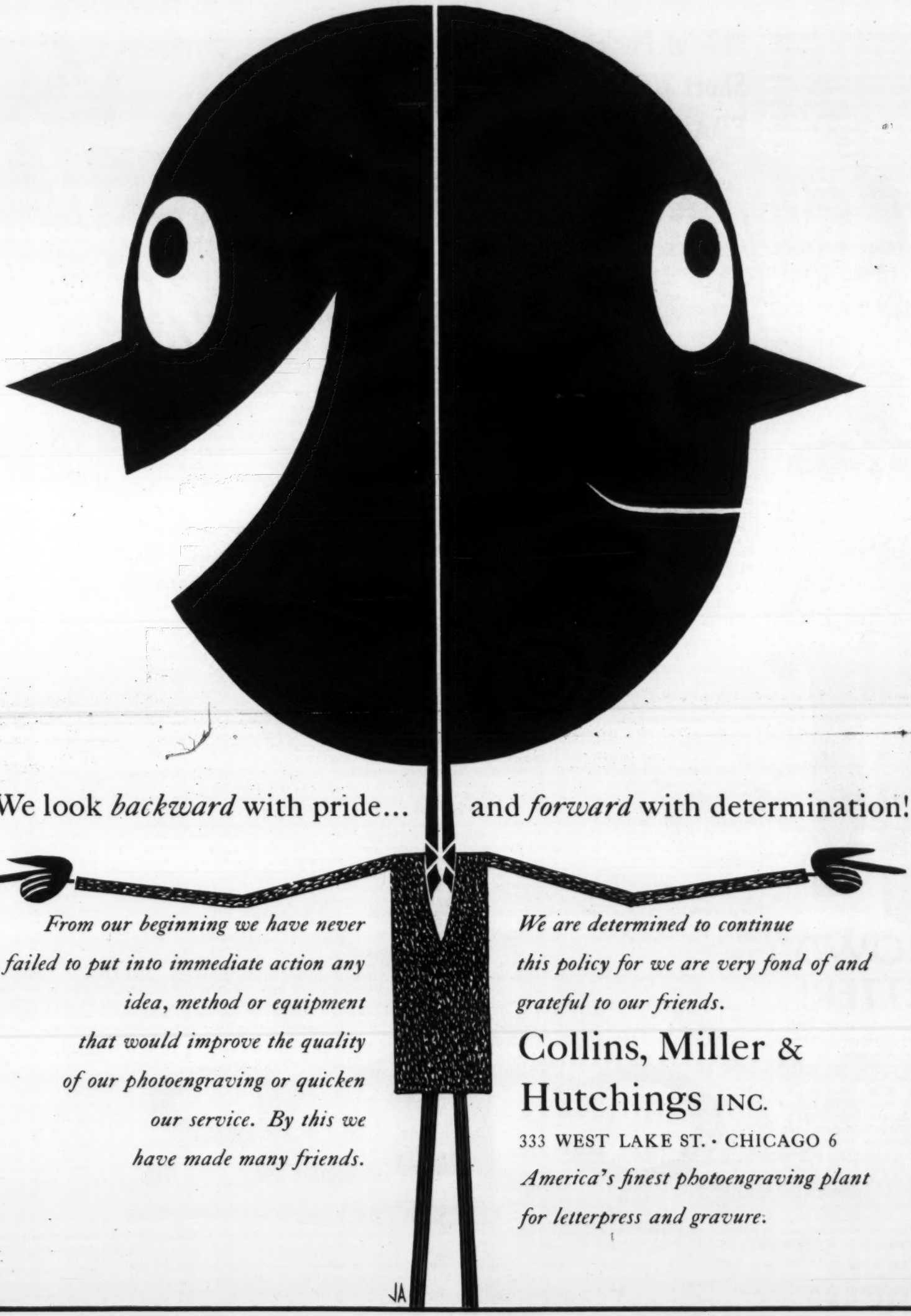
In most cases, generally speaking, I prefer pleasant advertising that presents, in headlines and pictures, satisfying and rewarding benefits to the reader or viewer.

* * *

Business Week once said that "the only thing that makes a store different is *people*." I do not think I am being too fanciful when I suggest that a manufacturer's ads are his "people." In print or over the air, or in whatever media he uses, his ads are his spokesmen, and what they say and how they say it—in short, their *deportment*—has as much influence on consumer feeling about a product as the behavior of salesclerks has on public feeling about a store. I believe in ads that are perfectly nice "people," mannerly and well-bred, friendly and eager to please.

* * *

Dr. Samuel Johnson said two centuries ago that "the soul of the advertisement is the *size of the promise*." In other words, the size of the promised benefits. Right. But the promise must be credible. #


We look *backward* with pride...
and *forward* with determination!
From our beginning we have never failed to put into immediate action any idea, method or equipment that would improve the quality of our photoengraving or quicken our service. By this we have made many friends.
We are determined to continue this policy for we are very fond of and grateful to our friends.
Collins, Miller & Hutchings INC.
333 WEST LAKE ST. · CHICAGO 6
America's finest photoengraving plant for letterpress and gravure.
JA

AN APPRECIATION OF JOHN AVERILL—Every year for many years, in the spirit of a perennial expression of friendship and good will, John Averill conceived, wrote, designed, and illustrated a New Year's advertisement for Collins, Miller & Hutchings, Inc. The advertisement reproduced above, first published in AA in 1960, is the last of John's perennial series, completed before his death in May, 1960.† To his many friends in the graphic arts, and to perceptive students of American advertising, John Averill was an original personality with a graphic sense... painstakingly expressed... that none could imitate. In his own words, we look backward with pride to our years of association with John Averill, and we look forward with determination to serving the cause of creative integrity in the graphic arts which, in his life and his work, he represented.

Seidenbaum Adds 2 Accounts

Rosenthal Silver & Glass Corp. and Johann Haviland China Corp., both new companies, have named William G. Seidenbaum & Co., New York, to handle their advertising. Arthur Scholder, formerly vp in charge of sales of Rosenthal-Block Co., heads both new companies. William Seidenbaum also has been named to handle advertising for Dr. Grabow Pre-Smoked Pipe Co., Greensboro, N.C. Leber & Katz is the previous agency for Dr. Grabow.

'Catholic Digest' Adds Foreign

Catholic Digest, effective with the September issue, will publish foreign editions in the Philippines and India. Ad rates will be announced later.

CROWD GETTER!

It's amazing how Joe Floyd's KELO-tv SIOUX FALLS rounds up fantastically huge audiences for your sales message. 61% more viewers than the same message would get you on the highest rated Omaha station. 72% more than the highest rated Des Moines station. 158% more than Fargo's. (Source: ARB Television Audience Reports, 6-10 p.m. 7 days a week.) The secret of this enormous pull is the unique KELO-LAND booster hookup (see below). Your one commercial on KELO-tv reaches out to get you 103 counties in 5 different states. Your savings in cost-per-thousand goes without saying.

CBS ● ABC

KELOLAND

KELO-tv Sioux Falls and boosters

KDLO-tv Aberdeen, Huron, Watertown

KPLO-tv Pierre, Valentine, Chamberlain

General Offices: Sioux Falls, S. D.
Represented by H-R
In Minneapolis by Wayne Evans & Assoc.

39% of Packages Short Weighted, FDA Study Finds

U.S. Body Appealing Delson Case; Two Others Still Are Awaiting Trial

WASHINGTON, July 5—The Food & Drug Administration has been passing the word lately that food and candy manufacturers are playing it too close to the line when it comes to marking their packages with proper weights.

In a survey released recently by the FDA, weight shortages were reported in 39% of packages checked—12,550 containers out of 32,225.

Although the agency isn't planning to step up efforts to do away with the short weight problem, the FDA has let it be known that it won't tolerate any flagrant violations. Most of the short weights were less than 2% below the stated net contents, the survey revealed, but 0.5% came out short by 5% or more. In the cases of some spaghetti packages shortages ranged up to 17%.

During the past year the FDA has brought 39 seizure cases against short weighters, including such nationally advertised products as Durkee Famous Foods, Cleveland, and E. J. Brach & Sons, Chicago candy marketer.

■ Coffee and frozen fish packagers, the most frequent violators, were each called on the carpet four times. Other major offenders were marketers of corn meal, butter, sugar, oleomargarine, farina and oatmeal products, vegetable shortening, macaroni, liquid salad dressing and rice.

In spite of the sharp rise in seizure cases, officials don't consider short weighting a high priority problem.

Because of a running argument between federal and local weight watchers as to whether net weight means "when packaged" or "when delivered," courts are inclined to be lenient. Local weight sealers are in favor of laying down the law if the product comes into the local store short of weight; the Feds clamp down only if the package is light when it leaves the manufacturer.

■ Since some products lose moisture on the way to the local market, the FDA points out, the only place to check up on weights is at the packaging stage, when the elements haven't yet dried out the contents. It makes a difference whether corn meal, for instance, is shipped to Arizona or Maine, the FDA has said.

The FDA gets drawn into short weight cases by making a seizure under misbranding laws, dating back to 1906. But before it can turn its full attention to short weighting, an FDA spokesman told ADVERTISING AGE, it's got to thrash out in court similar, but more pressing legal problems raised by uncertainty over laws banning deceptive packaging.

Since the deceptive packaging law was passed in 1938, the FDA has hauled three offenders into court—but each one has wiggled off the hook. Right now the agency has three new test cases pending, which it hopes will lay down some precedents as to what constitutes a deceptive package, and also clear the way for increased attention to shortweighting.

■ The FDA claims, in all three cases, that the companies involved, makers of mint candies, have "slack filled" their containers, using bulkheads to take up space. One manufacturer, Delson Candy Co., won its case in a lower court last February (AA, Feb. 15), but the FDA is appealing the decision. The other two companies, Terry Candy Co., Elizabeth, N. Y., and Deran Confectionery Co., Cambridge, Mass., have yet to come to trial.

The FDA survey, which was released reluctantly because it was considered "subject to misinterpretation," was based on random samplings of nearly 107,000 packages of 35 commodities.

About the only sampled products not included in the short weight group were frozen fruit juice concentrates and fruit and vegetable baby food preparations. #

Newsprint Consumption Up

Consumption of newsprint by newspapers reporting to the American Newspaper Publishers Assn. amounted to 510,374 tons in May, a 5.4% increase in consumption over May, 1959 and a 16.5% gain over newsprint used in May the preceding year. Consumption of newsprint during the first five months of 1960 totaled 2,305,176 tons, up 5.4% over consumption in the like period the preceding year and 12.6% over consumption in the first five months of 1958.

Dichter Names Wishneff

Lionel S. Wishneff, formerly a member of the department of sociology at the University of Oregon, has joined Dr. Ernest Dichter's Institute for Motivational Research, Croton, N.Y., as scientific coordinator.

Wood Rodlun Weir

IDEA MAN—*Lloyd Wood, Lloyd Wood Associates, Washington, gets the Colortone Press "Idea Man Award" for his contributions as chairman of the fifth annual Direct Mail Day of the Mail Advertising Club of Washington, June 21. Troy M. Rodlun, direct mail consultant, designated the club's "Man of the Year," and Walter Weir, chairman, executive committee, Donahue & Coe, New York, assist at the presentation ceremonies. Mr. Weir was luncheon speaker on the occasion.*

New Book Offers Array of Ideas on Newspaper Promotion

AMES, IA., July 5—An extensive array of ideas and plans for newspaper promotions is contained in a book scheduled for publication this month, "Tested Newspaper Promotion" (Iowa State University Press, $7.50).

Authors are Frank W. Rucker, associate professor of journalism at the University of Missouri, and Bert Stolpe, publisher of the *Glendora Press* and *Azusa Herald* (both in California), and past president of the National Newspaper Promotion Assn.

The book also contains a list of awards given for excellence in all phases of newspaper operation.

■ Among the chapter titles and headings are: "100 Ways to Increase Advertising Linage"; "100 Tested Ways to Promote Circulation"; "100 Ways to Build Community Good Will"; "70 Ways to Observe National Newspaper Week," and "50 Tested Ways to Promote Classified Advertising."

Other chapters deal with organization of the promotion department, costs involved and available promotion media.

"Responsibility rests heavily on newspapers to promote their services and to maintain right relations with the public mainly for four reasons," the authors state: "(1) Newspapers primarily have an obligation to inform; (2) newspapers have important services to sell; (3) newspapers have strong competition to meet and (4) newspapers must keep themselves financially sound in order to be ethically sound." #

Issues 'Downtown Reporter'

The first issue of "Downtown Promotion Reporter," a new service which reports on successful downtown promotions in cities across the country, has been issued by National Downtown Services Inc., 125 E. 23rd St., New York. The publication contains advertising copy and layouts, slogans, contests and other promotional materials found to be effective in downtown area promotions. It is issued monthly and the price is $60 a year.

Block Sets Up Test Division

Block Drug Co., Jersey City, has created a special division to develop and test market new products. Allen Schwartz, formerly a product advertising manager, has been named to head the new division. Henry Kornhauser, formerly media manager, becomes product advertising manager for Nytol, Pycopay, Rem and Minipoo. David Miller, formerly with Grey Advertising Agency, has been named media manager.

Palmer, Codella Adds One

The Registered Shirt Laundry Assn. has appointed Palmer, Codella & Associates, New York, to handle a national campaign to promote the sale of men's shirts through laundry and dry cleaning stores. Palmer, Codella also has named Thomas Willson, director of merchandising services, a vp.

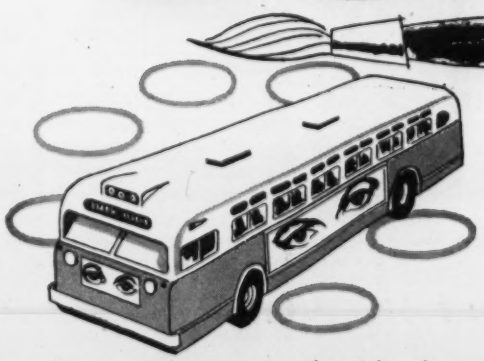
Baan Joins Handy as VP

George B. Baan, formerly a marketing specialist with Standard Oil Co. (New Jersey), has joined Handy Associates, New York, as vp of international operations. The company provides market studies and other services in the U.S. and abroad.

Manthey to Trade Publications

Wilbur J. Manthey, formerly with Clark Mfg. Co., Cleveland, has been named midwest ad manager, a new post, of *Automotive Retailer*, *Marine Dealer* and *Marina*. He will headquarter in Rocky River, O.

COLOR



Color moves merchandise! Nothing builds product identity better than your product or package in living, vivid color reproduction. In transit advertising, there is no space premium for color.

Mutual Transportation Advertising, Inc.

35 E. Wacker Drive, Chicago 1, Illinois
500 Fifth Avenue, New York 36, N. Y.

Representing Transit Advertising in more than 250 major markets across the nation.

Follow the LEADER in Philadelphia and its suburbs

There's one leader in Philadelphia and its suburbs.

It's The Evening Bulletin.

The 1959 A.B.C. Audit Report shows that The Evening Bulletin's leadership in circulation in 14-county Greater Philadelphia is 145,637.

The 1960 National Analysts, Inc. survey shows that The Evening Bulletin leads in readership by 351,000 adults in Greater Philadelphia homes with telephones.

And the 1957 Carl J. Nelson Research, Inc. study shows that The Evening Bulletin leads in readership by 396,000 adults in Greater Philadelphia families.

In the suburbs, where Greater Philadelphia is growing fastest, A.B.C. Audit Reports for 1950 and 1959 show:

The Evening Bulletin's Suburban Circulation Grew *TWICE AS FAST* As The Morning Inquirer's

	Circulation Gain	Percent Gain
Evening Bulletin	+45,641	+19%
Morning Inquirer	+20,490	+ 9%

The Evening Bulletin's Suburban Circulation Leadership *TRIPLED*... from 11,611 to 36,762

(and this 36,762 leadership does not include the tens of thousands of Evening Bulletins sold in downtown Philadelphia which are carried home to the suburbs every day)

Follow the leader in Philadelphia and its suburbs—The Evening Bulletin.

In Philadelphia Nearly Everybody Reads The Bulletin

The Evening Bulletin Leads in Circulation *and* Readership ...In Philadelphia *and* in Suburban Philadelphia

A MEMBER OF MILLION MARKET NEWSPAPERS, INC.
Advertising Offices: New York • Chicago • Detroit • San Francisco • Los Angeles

Suburban Philadelphia: 13 counties beyond the city in the 14-county Greater Philadelphia A.B.C. City and Trading Zone

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Trends in Beer Drinking in the British Market

To the Editor: Your May 30 article on Ind Coope's Skol presents an interesting picture of the British beer market today but, while much of what you report is undoubtedly correct, I feel the feature tends to create a somewhat misleading impression in some respects . . .

While no British brewer would accept your concept of a "thick, warm brew" as being the traditional public house drink, this American point of view can be understood when our draught beers are compared with your own chilled, bottled lager-type drink. However, I think a slightly false impression is given that British beer drinkers are moving off the "thick, warm brew" onto lager because their palate preference is changing in that direction. This may be only partially the case. Lager is drunk here to a great extent by teen agers and, a further factor, last summer's phenomenally hot weather moved many traditional year-round beer drinkers (nowadays increasingly sampling continental beers while on holiday in Europe) to try a lighter brew during the hot months. Our weather, as you know, is very variable and one should never bank too much on the habits it creates from time to time! There is some research evidence to suggest that as the lager drinker grows older he, or she, tends to move over to the stronger bottled or draught beers. Draught beer too is, since 1959, on the increase for the first time in recent years.

Your statement that "the entire British beer market appears to be moving in the direction of patterns already established in the U. S." is also open to some criticism. To take two of your examples, home consumption represents some 5% only of total sales and is not exclusively linked with the decline in the number of pubs which, again, is not as dramatic as your article tends to suggest. One major brewery group in fact built 69 new pubs during 1953-1959; re-built a further 54; only closed or sold 162. Again, while 100,000,000 cans looks like a lot of business, this represents about 1% of the total beer sold, some 75% of which still goes through the pubs.

Indeed there is reason to believe that the British beer market may well be in the process of moving in a direction quite other than the one suggested: Towards a return to the more traditional draught beers and an increase in club, as opposed to pub or home, drinking.

My point is that, while the beer market here is most definitely in a state of change, different views can be, and are, held as to the precise direction it is taking. The complex distribution patterns of brewer-owned outlets (the pubs) and "Free Trade" clubs; the increasing number of brewery company mergers and the reciprocal exchange of brands; these, and many other peculiarly British beer market characteristics, tend to create a deceptive marketing picture in which "a few statistics" can convey a somewhat unreal story.

F. Philip Vickers,
Account Supervisor, Foote, Cone & Belding, London.

• • •

Abt Objects to Weiss' Report on His Report

To the Editor: If I were given to "bitter attacks" as E. B. Weiss appears to enjoy saying at least once a year, I might well direct them against his use of adjectives, nouns and descriptive conclusions based on my reports at our annual meetings to the members of Brand Names Foundation (AA, May 23).

The references in my May 6 report to the "controlled" or "private" labels were neither "bitter" nor were they an "attack." They were a challenge to our own members, firms having in common the responsibility to develop products, pioneer new markets and maintain qualities consistent with the reputation of the names that they advertise, to recognize the existence of the "competition" about which Mr. Weiss columnizes. . .

Certainly I can't think of anywhere in the report this year or last that I referred to private or controlled labels as "enemies." They assuredly are competitors.

There are certain undeniable advantages to all phases of our economy, including the benefits to the very same merchants that capitalize on the laboratory, plant and market pioneering done by the brand manufacturers, important for the public to realize and for all merchants to understand. . .

I am flattered that Mr. Weiss so systematically reads my reports. However, I would only suggest that he read them with sufficient care to be certain that his descriptive characterizations jibe with what I actually said.

Henry E. Abt,
President, Brand Names Foundation, New York.

• • •

Mr. Wallace Is Not So Old as We Made Him Out to Be

To the Editor: May I express my sincere thanks for the very fine publicity given to our company on Page 100 of your June 13 issue of Advertising Age . . .

There was only one small error: I was born in 1915 and migrated from Scotland in 1921. I often feel 51 years of age but actually I'm only 45. . .

J. J. Wallace,
President, Wallace Publishing Co., Montreal.

• • •

Airaterra Finds Rita Roylyn a Highly Helpful Sales Leader

To the Editor: We appreciate the fact that Frank Spiro of *Steel* took the time to comment on Page 92 (AA, May 30) of your fine publication about the back cover ad of our house organ [the ad was a bit of cheesecake which Mr. Spiro considered in poor taste]. I feel that differences of opinion are both stimulating and necessary in the field of advertising. However, I do feel compelled to correct some of Mr. Spiro's misconceptions.

This month marks the beginning of the ninth year of publication of the "Roylyn Grapevine," the "homey house organ regularly forwarded by a California firm, Airaterra." Airaterra designs and markets products manufactured by Roylyn Inc. In answer to the question, "What has the girl got to do with high pressure valves?" I would like to point out that Rita Roylyn has been a representative trademark associated with this house organ and Roylyn Inc., since June, 1952, and she has appeared in every monthly issue, at trade shows and at many industrial advertising conferences as well as at civic functions. It is indeed gratifying to know that, despite Mr. Spiro's obvious disdain for this ad, it is the first time in all this time and exposure that we have come up with something that made him sit up and take note.

Secondly, your reader commented that this ad did not represent paid space and "mightn't qualify." This is true, in the place where he saw the ad. But it was previously run in a western regional trade publication for space age industry. This publication has a circulation of approximately 16,000 and does *not* carry a "bingo" card nor is it geared to pull inquiries. However, the *letterhead* responses to this ad were overwhelming. In fact, this

Coffee men demonstrate their best brews in Dixie Mira-Glaze Cups to make sure you taste only coffee flavor. At last the cardboard taste is gone. So is the plastic odor. Eliminated by Dixie's new miracle lining! Look for Mira-Glaze Cups wherever you find good coffee! Dixie Mira-Glaze Cups are products of American Can Company

Mystery of the Cup of Folger's in the Dixie Ad

To the Editor: For days I have looked back at the page ad for Dixie Mira-Glaze cups in the June 18, 1960, *Saturday Evening Post*. Looked back at it and studied it and pondered over it.

No doubt this is one of the effective advertisements that gives *The Saturday Evening Post* the right to say as it does in a full-page message in your issue of June 27: "Readers Turn and *Return* To Your Ad Page in the *Post* . . ."

The Dixie ad states coffee men demonstrate their best brews in Mira-Glaze cups and shows 18 brands of coffee. What has kept me delightfully puzzled is how did two cups of the same brand (Folger's) get included? Was the artist playing favorites or was the illustration a live one photographed while an alert Folger's district sales manager was standing near by?

Albert Karsch,
Advertising Manager, *News*, Farmington, Mo.

There are two companies called J. A. Folger & Co., one headquartered in Kansas City and one in San Francisco, and they both market Folger's coffee. The San Francisco company markets in the western states and the Kansas City company markets in the East and last year made a big splash in Chicago when it invaded the coffee market there (AA, March 30, '59, et seq.). The two companies are independent of one another, having their own separate officers and agencies. This may be the reason for the two cups of Folger's which puzzle Mr. Karsch.

Ad Clinic #17

(a transparent device to get you to read this Sheraton ad)

by A. Expert

Make your claims believable

HOTEL RESERVATIONS IN 4 SECONDS

SHERATON HOTELS

Here's a headline that just goes too far.

Wouldn't "4 minutes" be a little more accurate?

No, sir, "4 seconds" is correct. Sheraton's *RESERVATRON* machine confirms your room anywhere — electronically — in a flash. All you do is phone the nearest Sheraton Hotel or reservation office. To show us how well this ad pulls, we'd like you to send for free, 104-page booklet on Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #17, 470 Atlantic Ave., Boston, Massachusetts.**

keep moving with

ROBERTSON METAL SIGNS

Indoor or outdoor, these colorful signs can guide customers to your products. All sizes, shapes and styles . . . plain or reflectorized. Volume production!

ROBERTSON SIGN COMPANY
17 N. Lowry Avenue
Springfield, Ohio

one insertion in a regional publication received several hundred more responses than did the total of the last five ads which we ran on a national scale in the publication with which Mr. Spiro is associated. It is only fair to add that Rita Roylyn was not used in any of those ads. We did not utilize her in our paid advertising prior to my joining Airaterra last fall.

Airaterra is continuing with the use of Rita Roylyn both in its house organ and advertising and will do so as long as it accomplishes its prime objectives and maintains the overwhelming approval it has received for many years from our customers.

Alan F. Ebner,
Advertising and Promotion Manager, Airaterra, Glendale, Cal.

• • •

Classic Engravers, Like Durer, Help in Farm Ad Problems

To the Editor: It was a pleasure to read William Tyler's column showing the ten top farm ads (AA, June 20). Mr. Tyler, having no relation with farming procedure or farm paper problems, had very good objective criticism along with pure comment on ad structure.

We who have spent our whole advertising career in the farm field have, over the years, tried to solve creativity along with production.

Looking at the ten ads, one can find a strong similarity in selection of type face, copy and photographic idealism. Also, the ten have a hurriedly prepared look. I don't think any one of these will ever be chosen to go in the "Art Director's Annual." Using a straight type face ad is definitely a lazy approach to creative preparation. Photography is another crutch that is widely used to get an ad out which is hugging a deadline. There just aren't enough men to stand up and speak out for better agricultural advertising.

Everybody who advertises in the pulpy farm papers knows that photos muddy up. This just can't be helped, and the editors are not going to change their paper stock or production methods. So the smart, creative thinker carefully analyzes the problem, chooses the art medium best suited to interpret his product, and proceeds with attention-getting ads.

We here at Dow Co. specialize in farm advertising, so we have had our share of production art problems over the years. We had to go back as far as Albrecht Durer, the German wood engraver, and Thomas Bewick, the English engraver, to help solve our problem of illustration. We think our formula for turning out a "Dow type" farm ad has become quite popular here in the Midwest (see example).

In all fairness to us small firms who can't run full two-page or one-page spreads, you should judge farm ads strictly on creative content only, whether it be big or small. Our small campaigns are quite successful, too.

John D. Andrews,
Art Director, Dow Co., Omaha.

•

To the Editor: Thanks for the kudos from Mr. Tyler. But he forgot to give mention to a guy named Gene Hahnel who was instrumental in creating the Eli Lilly (Elanco Products Co. now) campaign.

Gene Hahnel is head of our creative-contact department and supervises all agricultural copy. Please spread the word.

Gene F. Murray,
Creative-Contact Executive, Gardner Advertising, St. Louis.

• • •

Booklet Discusses Problems Arising with Retirement

To the Editor: In the Feb. 22, 1960, issue of ADVERTISING AGE, in an editorial, "One Answer to Retirement" was discussed. Because of our concern with some of the same aspects of retirement which are reflected in our new booklet, "The Next Promotion," I thought you might enjoy seeing a copy.

Several thousand copies are already in circulation, and the readers have expressed favorable comments. If you would like to tell your readers about it, free copies, individual or in quantities, may be obtained by writing our human relations program.

Henry B. Rollins, M.D.,
Vice-President and Medical Director, Connecticut Mutual Life Insurance Co., Hartford.

• • •

Mathieson Chemicals Made Textile Miracle Possible

To the Editor: Delighted and amazed by Mr. Greif's detailed examination of our textile ad (AA, June 27).

Properly he credits man with the miracle of making seven strands out of six and simultaneously changing colors. Sadly overlooked is the fact that Mathieson chemicals make possible textile miracles.

Richard C. Carr,
Manager, Advertising & Sales Promotion, Chemicals Division, Olin Mathieson Chemical Corp., Baltimore.

• • •

And Please Drive Carefully

To the Editor: In this day of credit cards all over the place, I expect next week a new slogan for the morticians: "Pay now—go later."

W. F. Randolph,
Randolph Associates, Wellesley, Mass.

• • •

Kudos to 'Look' Ads

To the Editor: This is a great series *Look* is running in ADVERTISING AGE . . . an altogether expert campaign. Today I reopened the May 30 issue and was moved again by the face of a woman from Hiroshima. Yesterday, in the current issue (June 27), a vignette of Albert Lasker demanded being seen and read.

Good idea, good design, good copy, good typography, good taste.

Dale Wharton,
GP, Kansas City, Mo.

• • •

We Don't Color the News

To the Editor: A New York item in ADVERTISING AGE dated June 3 (AA, June 6), is captioned: "Brown Succeeds White as *Cosmopolitan* Publisher." Would this, by any chance, make *Redbook* green with envy?

Jack Keasler,
Director of Advertising and Public Relations, Universal Mfg. Co., Bossier City, La.

SATURDAY EVENING POST NOW-TV
SEE CENTER SPREAD

What's Missing?

Chances Are . . . It's Phosphorus!

A GROWING PIG requires four pounds of phosphorous from farrowing to market—or else he'll never get to market. That's over twice the phosphorus he'll ever find in corn grown on the best-fertilized land. Cudahy Mineral Feeds supply this phosphorus in LIVE form—up to 40% more available than minerals mined underground or crushed from rock. Moreover, because Cudahy's LIVE minerals are a product of the farm, not the mine, they provide an added bonus of vitamins and proteins. For a healthy, profitable crop of pigs, feed Cudahy minerals free-choice at all times.

"LIVE" Cudahy Mineral Feeds

THE Cudahy Packing Company

OMAHA - WICHITA - LOS ANGELES

WHICH JOB WOULD YOU TAKE?

If you're like most of us, you'd take the job with the more tempting salary and the brighter future.

Many college teachers are faced with this kind of decision year after year. In fact, many of them are virtually bombarded with tempting offers from business and industry. And each year many of them, dedicated but discouraged, leave the campus for jobs that pay fair, competitive salaries.

Can you blame them?

These men are not opportunists. Most of them would do anything in their power to continue to teach. But with families to feed and clothe and educate, they just can't make a go of it. They are virtually *forced* into better paying fields.

In the face of this growing teacher shortage, college applications are expected to *double* within ten years.

At the rate we are going, we will soon have a very real crisis on our hands.

We *must* reverse this disastrous trend. You can help. Support the college of your choice today. Help it to expand its facilities and to pay teachers the salaries they deserve. Our whole future as a nation may depend on it.

It's important for you to know more about what the impending college crisis means to you. Write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.

ADVERTISING COUNCIL PUBLIC SERVICE

Sponsored as a public service, in co-operation with the Council for Financial Aid to Education

HIGHER EDUCATION KEEP IT BRIGHT

Advertising, TV, Publications Invade Our Privacy, 'Horizon' Writer Says

NEW YORK, July 5—Privacy is getting to be a rare thing in American life, and television, publications and advertising are charged with having contributed to its invasion by William K. Zinsser in the July "Horizon." Mr. Zinsser, formerly an editorial writer with the *New York Herald Tribune*, is now a free lance writer.

Mr. Zinsser notes sourly that invasion of privacy is now a "big business" in the U.S., as is the voluntary surrender of privacy. "Magazines, newspapers and television programs are battening as never before on the personal lives of the famous, and no detail is too intimate to be made public." He cites Arthur Godfrey's ravaged lung, President Eisenhower's intestinal functions, Secretary of State Christian Herter's arthritis, Sen. Wayne Morse's inquiry of Mrs. Luce's doctor as to whether she had ever had psychiatric care and the detailed reporting of the last painful days of John Foster Dulles.

■ He reports the success of Mike Wallace, "Queen for a Day," "Divorce Court," "This Is Your Life" and "It Could Be You," and quotes the former producer of "Person to Person" as saying that refusals on grounds of invasion of privacy were rare—"it became a question of prestige to be on it, sort of like being invited to the White House."

Advertising takes some severe lumps as well:

"While tv programs have thus invaded the privacy of men and women as a whole," he writes, "tv commercials have gone after them limb by limb, and by now they have eroded most of the defenses that once surrounded the human body. When a toddler is old enough to turn a knob, he can see women flexing around the room in girdles and 'undies' or rejoicing in the thrust of a new brassiere. He can watch them spray deodorants or dab depilatories on themselves in a state of unaccountable rapture, or corn plasters to their tortured feet. Meanwhile, inside their transilluminated systems, little Mr. Aspirin is knocking at the door of the duodenum, Mr. Laxative is dutifully hurrying toward the colon, and Mr. Nasal Decongestant is flushing the eight sinuses."

■ Mr. Zinsser dislikes canned music, self-inflicted biographies (he calls Norman Mailer's "Advertisements for Myself" "psychiatric self-treatment carried on in public"), the semi-nude portraits which Linda Christian and the late Tyrone Power had painted of themselves, and Philippe Halsman's "Jump Book," in which such disparate personalities as Chase Manhattan Chairman John J. McCloy, Vice-President Richard Nixon and Judge Learned Hand jumped obligingly for the photographer.

He also sniffs at public relations, noting that "hitherto faceless and diligent corporation presidents, bankers and other executives by the hundreds have allowed themselves to be converted into 'personalities' by such puppeteers as [Benjamin] Sonnenberg, Edward L. Bernays, and the late Carl Byoir on the theory that a corporation is more lovable if its officers are, too. To sell the man is to help sell the product, and the fact that there are 1,200 public relations firms in the nation today (Manhattan listed ten in 1935) indicates that man-selling has become a brisk business."

■ Testimonials used to get "beneath the dignity of citizens in ordinary channels of life—such things were left to athletes and actors." He notes that "Ernest Hemingway has endorsed Ballantine ale," and "Leonard Bernstein, the pleasures of Puerto Rico" and "Publisher-Columnist Bennett Cerf is a multiple endorser"—and Endorsements Inc. "grosses more than a million dollars a year." The endorsement is acceptable to Amy Vanderbilt, who cautions "the boundaries of good taste should never been overstepped."

People seldom avail themselves of their legal and moral rights to privacy, he reports. "We are endearingly nice to strangers who pester us at the door or on the phone, apologizing elaborately for not doing what they ask. We can seldom bring ourselves to ask the cabby to turn down the radio or put out his pestilential cigar. Not to call a man 'Jim' or 'Bill' from the first handshake is to sully the notion that we are all old pals together in the great Waring Blendor called America."

■ Mr. Zinsser quotes Brandeis and Warren in the *Harvard Law Review* in 1890: "The intensity and complexity of life, attendant upon advancing civilization, have rendered necessary some retreat from the world . . . Solitude and privacy have become more essential to the individual, but modern invention and enterprise have, through invasions upon his privacy, subjected him to mental health and distress far greater than could be inflicted by mere bodily harm."

The remaining oases of privacy, he says, "can be counted almost on the fingers of a first baseman's mitt." #

Greer Burke Champlin

WINNERS—*Top winners in the children's division of Campbell-Mithun's eighth annual employe art show are Lee Ann Greer, 6, daughter of Bill Greer, copywriter, and Jan Champlin, 10, daughter of account executive George Champlin, shown with executive art director Bill Burke. Some 73 paintings, sculpturings and photographs were entered by C-M employes in Minneapolis, Chicago, Los Angeles and Baltimore, including 30 original works by children of employes.*

Dolan Named Sales Head

General Outdoor Advertising Co. has appointed Thomas M. Dolan sales manager of its St. Louis branch. Prior to Joining GOA, Mr. Dolan was a partner in Artistic Display Co., St. Louis.

Regan Unveils Way of Engraving on Precurved Surface

CHICAGO, July 5—The graphic arts division of Regan Industries, San Bruno, Cal., has unveiled a new process which produces original engravings of fine letterpress quality on precurved surfaces. This is the first time such a process has been developed in the graphic arts field, Regan said.

Three machines—a rotary coater-whirler, rotary vacuum printer and a vertical spray etcher are involved in the process. The first step is to imprint a photograph negative on a curved steel plate.

The plate is then strapped to the coater whirler, which solidifies the picture onto the metal plate. The plate is then baked and dipped into acid to bring out the picture more clearly. The plate is again subjected to heat, burning the image into the metal.

■ The plate is then dipped into the spray etcher, which forces a uniform series of acid sprays over the plate. The acid eats through the metal not covered by the baked and burned image on the metal plate. The eating away of the unprotected metal leaves the image slightly raised, which forms the finished plate used in printing.

Cost of the three machines is $37,500. Regan will invest more than $250,000 to promote the machines. Page ads will break in October in *Fortune*, *Newsweek* and *U.S. News & World Report*. Large space ads also are scheduled in the *Wall Street Journal*.

The financial sections of newspapers in key cities also will be used. Regan will continue to run large space ads in *Graphic Arts Monthly*, *Inland & American Printer & Lithographer*, *Photo Engravers Bulletin* and *Printing Magazine*.

Compton Advertising, San Francisco, is the agency. #

Nat'l Distillers Names Fergo

Carl J. Fergo, formerly with Batten, Barton, Durstine & Osborn, has joined National Distillers Products Co., New York, as assistant ad manager. He succeeds George Tyrrell, who resigned several months ago to join Benton & Bowles. National Distillers also has named Raymond R. Herrman Jr. vp and assistant general manager and Emmet J. Flemming vp in charge of sales in the open states.

WCBS Promotes Vitale

Ray Vitale, previously a copywriter in the sales promotion department at WCBS, New York, has been appointed assistant sales promotion manager of the radio station. Hal Moore resigned as program director at WCBS to form Program Dynamics, New York, program-consultant for radio stations and station representatives. Replacing Mr. Moore as WCBS program director is Gene King, formerly director of programming at Radio Liberty, a privately endowed anti-communist broadcast operation.

'Graphis Packaging' Out

"Graphis Packaging," a 290-page volume covering international package design, has been published in the U.S. by Graphis Press, Zurich. The volume contains 1,022 illustrations in b&w and color and will be distributed by Frederick A. Praeger Inc., New York. Price is $17.50.

The Class of the Mass

The Mirror is strongest in the more prosperous neighborhoods of the mass market in New York—weakest in the slums.

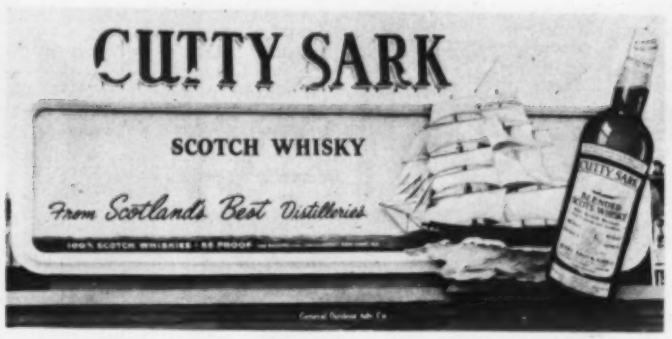
People interested in new homes are solid people—good customers. The Mirror is *first* among New York's *seven* dailies in New Homes advertising linage.

Make The Mirror a MUST!

SAN DIEGO CALIFORNIA BUYS

Chrysler Unibody picture named Best Industrial Film of the Year, created & produced by

FRED A. NILES PRODUCTIONS, INC.
1058 W. Washington Blvd. • Chicago 7
In Hollywood: 5539 Sunset Blvd.



AHOY—*This Cutty Sark bulletin with a ship that rocks continuously was "christened" during June in Chicago and is one of two such bulletins that will be moved to a different location in Chicago for the next year. The bulletin was originated by Wesberg-Arleu, Chicago agency.*

Botsford Names Root

Robert H. Root has been appointed manager of the Seattle office of Botsford, Constantine & Gardner, succeeding Reinhart Knudsen, who left to head the San Juan Record Publishing Co., Fair Oaks, Cal. Mr. Root, vp and board member, has been with BC&G for the past eight years.

PHILADELPHIA
WIBG RADIO
FIRST BY FAR!
REACHES MORE FAMILIES IN ALL CATEGORIES THAN ANY OTHER PHILADELPHIA STATION . . . CALL KATZ
the **STORER** *station*
backed by 33 years of responsible broadcasting

vitamins . . . and vanilla . . . and velocipedes . . .

EVERYTHING UNDER THE SUN!

DRUGSTORE SALES added up to an estimated $40,804,000* in San Diego County last year. Total retail sales rose to $1,268,225,000* — a record high for this fast-growing metropolitan market. *During the past decade, aggregate business activity in San Diego has increased 200 per cent.*

Two dominant newspapers, *The San Diego Union* and *Evening Tribune*, play a vital role in the market's economic expansion. Combined daily circulation is more than 200,000 (227,678 ABC 3/31/60). Readership (evening-and-Sunday combination) is 86.9%.

The San Diego Union | EVENING TRIBUNE SELL SAN DIEGO

*Source: Economic Research Department, Union-Tribune Publishing Company, 1958 Census Data Adjusted to 1959 Taxable Sales

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California — Springfield, Illinois — Northern Illinois — and Greater Los Angeles. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Scores of Advertisers in Sandwich Promotion

Hardly Any Man Alive Will Escape August Drive as Diverse Admen Connive

CHICAGO, July 5—"August is sandwich time," says the Wheat Flour Institute, and a chorus of manufacturers, distributors, associations and councils will say amen—for the greater part of the summer in all media.

Definite plans for support of National Sandwich Month have been developed by more than 50 companies, and more than half as many more have indicated their intent to tie in.

To help kick off the August campaign, the National Restaurant Assn. is co-sponsoring with the Wheat Flour Institute the fifth annual National Sandwich Idea contest to stir the interest of food writers and editors.

The American Bakers Assn., itself the promoter of Picnic Time—a July campaign—has launched a Memorial Day through Labor Day distribution of its recipe booklet, "Turn to Sandwiches."

■ Inland Steel Co. will run a four-page, color spread in the July 31 issue of *TV Guide* in eight regions to promote sandwich meal ingredients packed in cans. Two-page color ads, with a return reply card, have been scheduled for the June and July issues of *Chain Store Age, Food Merchandising, Food Topics, IGA Grocergram, Nargus Bulletin, Progressive Grocer* and *Supermarket Merchandising*. Edward H. Weiss & Co. is the agency.

Inland also will assist grocers with an in-store kit, including posters, shelf-talkers and banners.

A color page ad will be placed in the August issue of *McCall's* by Visking Co., promoting sausage meats for sandwiches. Trade ads will be placed in the same publication to be used by Inland, also a Weiss client.

Swift & Co. will place a color spread in an August issue of *Life*, and also will cooperate with the National Kraut Packers Assn., American Can Co. and the Hot Dog Council to publicize the second place winner of the 1959 National Sandwich Idea contest—the round dog.

■ Sandwich meal ingredients packed in glass will be featured in a color page ad by the Glass Container Manufacturers Institute in the Aug. 22 issue of *Life*. The agency is Kenyon & Eckhardt.

The Raisin Advisory Board will distribute to bakers and retailers a colorful shelf-talker to help sell raisin bread with a sandwich meal and Dow Chemical Co. has devoted its August calendar for food editors and consumers to National Sandwich Month, urging the use of its Saran Wrap for sandwich wrapping.

"Pickles and sandwiches—perfect partners for sandwich time," notes the theme of the National Pickle Packers Assn., which is using direct mail to interest its membership in the promotion. In an unprecedented move, Continental Can Co. has devoted its entire June issue of the *Canned Foods Merchandiser Digest* to National Sandwich Month.

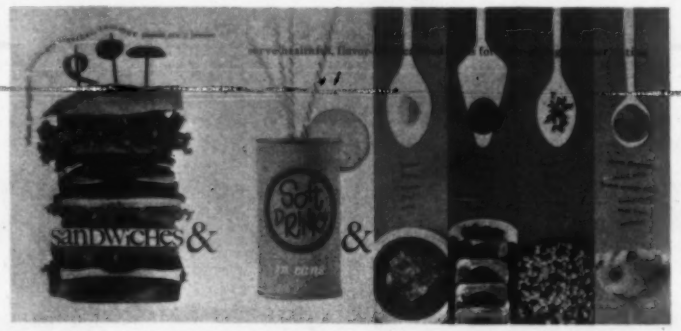
■ Point of purchase materials are being supplied to retailers by Mrs. Grass' soups, Green Giant, Pillsbury Co., Crush International, Canada Dry Corp., National Peanut Council, Libby, McNeil & Libby, Barbara Ann Bakeries and White Baking Co. of Missouri. Among the major retailers who will purchase point of sale materials or will use suppliers' materials are A&P, American, Food Fair, Grand Union, IGA, Jewel, Kroger, National, Penn Fruit, Piggly-Wiggly and Stop & Shop.

A summer-long picnic campaign with trade and consumer advertising, as yet unspecified, will be conducted by Falstaff Brewing Co. (Dancer-Fitzgerald-Sample). Campbell Soup Co. will use four different ads via Batten, Barton, Durstine & Osborn, in six consumer magazines—*Everywoman's Family Circle, Life, Look, Reader's Digest, The Saturday Evening Post* and *Woman's Day*—to promote soup and sandwiches.

■ Coke and hamburgers offer the theme being used by Coca-Cola Co. through September, with magazine advertising support in *Billboard, Better Homes & Gardens, Collegiate Baseball Digest, Good Housekeeping, Junior Scholastic, Ladies' Home Journal, Look, McCall's, The Saturday Evening Post, Senior Scholastic* and *Sporting News*. McCann-Erickson is the agency.

Wonderful Get-Together Eating Fun!
IT'S SANDWICH TIME
TEST TIP ON COOL EATING - FOR PICNIC OR BARBEQUE
Outdoors · Beach · Backyard · Porch · Patio

SANDWICH SUPPORT—*Inland Steel Co., Chicago, is supplying free in-store materials, such as this poster, to groceries during National Sandwich Month, in August. Edward H. Weiss & Co., Chicago, is Inland's agency.*



SANDWICH TIE-IN—*This is the cover and center spread of a four-page color ad by Inland Steel Co., Chicago, which will run in several eastern and midwestern editions of TV Guide's July 30 issue to promote the sale of soft drinks and food in cans in conjunction with National Sandwich Month in August. Edward H. Weiss & Co. is the agency.*

In its quarterly newsletter, the *Miracan Merchandiser*, American Can Co. will devote its editorial coverage to "August is sandwich time," and will include a special insert of Inland Steel's national ad. Dudley-Anderson-Yutzy, a public relations company with 15 food industry clients, will publicize the sandwich-time advantages for all, with special attention to the three which already have expressed interest—Can Manufacturers Institute, National Canners Assn. and Continental Can.

■ The Virginia Bakery Promotional Council is aiming for statewide saturation by selling the sandwich theme to home economists of utilities, restaurateurs, bakers, allied trades and retailers—using slidefilms, bulletins, a field staff and a trade publication editorial.

Langendorf United Bakeries will use a variety of Wheat Flour Institute posters as well as key its radio and tv time to "August is sandwich time."

More than 900 delivery trucks will be emblazoned during August with National Sandwich Month posters by Helms Olympic Bakers, which will also distribute recipe leaflets to housewives.

Kaiser Aluminum will use tv spots in August to promote "the all-American favorite—sandwiches," wrapped in Kaiser quilted foil. Agency is Young & Rubicam.

Beginning July 25 and running through Labor Day, R. T. French Co. will insert color ads featuring 20 sandwiches in *Better Homes & Gardens* and *Ladies' Home Journal*. Hot dog sandwich ads are slated for *Everywoman's Family Circle, Reader's Digest, True Story* and *Woman's Day*. J. Walter Thompson is the agency.

Anheuser-Busch will promote Budweiser beer and sandwiches in a color page ad in an August issue of *Life*. Beer and sandwich go-together plugs will be aired by Budweiser during St. Louis Cardinal games and other regularly scheduled air time. The agency is D'Arcy Advertising.

■ Quality Bakers of America and H. J. Heinz Co. are co-promoting a summer-long "relish and buns" campaign. Heinz also is planning a special supplement for "August is sandwich time." Maxon Inc. is Heinz' agency.

Using Inland Steel's ad in the July 31 issue as a kick-off point, *TV Guide* representatives are working for additional sandwich advertising from other clients. *Ladies' Home Journal* is devoting a special section of its July issue of the *Bell Ringer* to relate August food advertisers to the sandwich theme. *McCall's* will announce the "August is sandwich time" promotion to grocers in its monthly service booklet to the food industry—*Supermarket Buyer's Pocket Newsletter*.

National Sandwich Month will be "promotion of the month" in the July issue of *Supermarket Merchandising*. "Sandwiches for August" is the theme to be used by *Seventeen's* food columns that month.

■ The *Virginia Foodsman*, beside its "sandwich of the month" column, will feature winners of the National Sandwich Idea contest and devote special stories to the National Sandwich Month theme.

SOUPY SNACK—*This is one of four Campbell Soup Co. ads which will appear in six magazines—Everywoman's Family Circle, Life, Look, Reader's Digest, The Saturday Evening Post and Woman's Day, to promote August as National Sandwich Month. Batten, Barton, Durstine & Osborn is the agency.*

The Grocery Manufacturers of America, Super Market Institute and American Meat Institute will back the "August is sandwich month" campaign in their newsletters. The U. S. Brewers Foundation will make special mention of the promotion, and urge brewers to campaign for beer-sandwich combinations.

Restaurant industry trade publications which have slated editorial space for the results of the sandwich idea contest, include *American Restaurant, Arkansas Restaurateur, Drive-In Management, Fast Food, Hotel Bulletin, Hotel Management, Hotel Monthly, Hotel World Review, Institutions, Midsouthwestern Restaurant, Restaurant Management, Soft-Serv Review, Washington Restaurateur*, and *Wisconsin Restaurateur*.

The U. S. Department of Agriculture and the Bureau of Fisheries, Department of the Interior, are helping to promote "August is sandwich time" through bulletins and merchandising plans to help move abundant produce, meats, fruits and other foods.

■ In Houston, 10 companies have joined in a cooperative in-store promotion to stuff an especially imprinted shopping bag with one or more of each company's brand products, as well as set up special in-store displays while marketing the "sandwich sack" under the theme, "It's sandwich time—mountain of merchandise." Newspaper ads will support the regional promotion. The shopping bag of merchandise will offer a

Professional distribution is indicated for any business film that is produced for general public audiences.

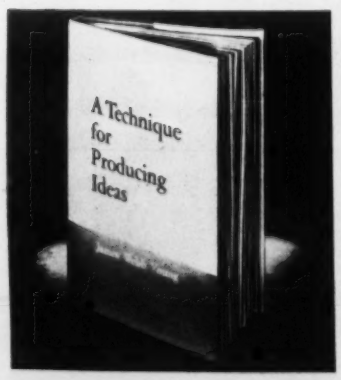
The professional distributor, Modern Talking Picture Service, is in business because it serves both sponsor and audience and serves them well.

Why don't you find out what professional distribution of your business film can do for you. Ask

Modern Talking Picture Service, Inc.
3 East 54 Street, New York 22, N. Y.

offices in 30 major U.S. cities

A Technique for Producing **IDEAS**



Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.

Attn.: Book Department

Southern Drug Stores Bag Big Rural Sales

Farm families in the South are prime customers for everything a drug store sells. That's indicated by the fact that 56% of all Southern drug stores are located in Nielsen "C & D" counties.* In 1958, Southern "C & D" counties spent over $3/4 BILLION in drug stores...more than any other "C & D" region in the nation.

This robust buying power of the rural South is posting sales highs in one key business after another. For example: automotive sales...food stores...gasoline stations. As a result, advertisers are finding out that *any* product useful to Southern farm families faces mass market opportunity.

To capitalize on that opportunity, use The Progressive Farmer—*the MASS magazine of the South.* It offers you 1,400,000 subscriber-families...more than 5,700,000 readers. And a large percentage of this readership is *exclusive* to The Progressive Farmer. A drug store item or any product —advertised in Life, Look, and The Saturday Evening Post combined—*misses 84% of Progressive Farmer families.* Don't you miss out on big sales South—place your advertising in The Progressive Farmer!

*Nielsen "C&D" counties are counties with less than 100,000 population. "A&B" counties have more than 100,000 population.

More than 5,700,000 READERS in the 16 Southern States

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

At a boxing match in a New England metropolis, one of the combatants strode jauntily down the aisle to the ring, stepped confidently through the ropes, whipped off his robe—and discovered too late that he had left his trunks in the dressing room.

Embarrassment of a similar sort has befallen many an advertiser who broke a big national promotion only to discover, from a terrifying lack of consumer-interest, that the proper sales research had been left in a "things to do tomorrow" file. These advertisers have learned the hard way, what scores of others have known for years: dollars well spent on thorough, accurate product sales testing, can mean thousands saved in the final analysis.

And, matter of fact, that's the reason advertisers keep coming to Burgoyne for sales test after sales test. Burgoyne has earned a reputation for delivering the most complete and accurate rate of sales information that money can buy. How do we do it? Simple!

We start with top notch panels of 20 or more stores in 50 of America's best test markets. We add thoroughly-trained field auditors who live and work in each market. As field reports—covering unit sales from shelves, reserve stock, and purchase orders—are received at our home office, they are thoroughly checked before tabulation by our IBM department. From these IBM tabs, research analysts prepare the Study for presentation to the client.

This, of course, is only a small part of the story behind the success of Burgoyne Retail Sales Studies. We are preparing a booklet that outlines in detail all the features and characteristics that make Burgoyne Retail Sales Studies the outstanding product sales testing system in the nation. Drop us a request on your letterhead and we'll see that you get a copy as soon as the booklet is completed.

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Sandwich Month

savings price per unit.

Those participating in the Houston campaign are Armour & Co., Hormel & Co., Mrs. Grass, Kraft Foods, Stokeley-Van Camp, Belle Products, Del-Dixie Foods Corp., Frito Co., Coca-Cola Co. and Campbell-Taggert Associated Bakeries.

Personal contact through field work with major food retail chains, co-ops, independents, trade associations and potential cooperating manufacturers across the nation is being coordinated by the Wheat Flour Institute.

As coordinator, the institute bears the burden of launching publicity, arranging tie-ins, collecting and compiling merchandising and advertising information pertinent to the sandwich meal format, preparing point of purchase materials for distributing and passing special interest materials on to everyone concerned with the promotion.

TCF TO USE TWINS IN SANDWICH PUSH

MONTREAL, July 5—TCF of Canada Ltd., maker of transparent cellulose film for packaging, this year again is sending sets of attractive twins across Canada to promote the company's support of the "August is sandwich time" campaign by the Canadian baking industry.

The "sandwich time twins" promotion by TCF offers baking companies a comprehensive advertising, merchandising and publicity package, providing direct support and tie-in opportunities for individual bakers at the local level.

TCF will run large-space ads featuring the twins in newspapers in the 16 cities across Canada in which the twins will make personal appearances. Mats also will be provided to baking companies for follow-up newspaper advertising.

■ All printed material will carry the slogan, "Whatever the filling, whatever the spread; a sandwich begins and ends with bread."

In-store display units also are being made available by TCF, plus quantities of Piknik Paks, a giveaway item created by the company for the promotion.

A total of 13 sets of twins will be used, making personal appearances in Halifax, St. John, Moncton, Quebec City, Montreal, Ottawa, Toronto, Hamilton, Kitchener, London, Winnipeg, Regina, Saskatoon, Calgary, Edmonton and Vancouver. #

Doorly Retires as Chairman of World Publishing Co.

Henry Doorly announced his retirement as chairman of the board of World Publishing Co., publisher of the *Omaha World-Herald*, July 1, on the 57th anniversary of the date he joined the newspaper's staff as a police reporter. Less than three months later he entered the advertising department.

Mr. Doorly became president and publisher in 1934 upon the death of his father-in-law, Gilbert M. Hitchcock, founder of the daily. W. E. Christenson is president and editor of the newspaper.

O'Ryan & Batchelder Adds Cleveland Unit

Mitchell, McCandless & Klaus, Cleveland, transit advertising company, has become a part of O'Ryan & Batchelder, Memphis, which has transit advertising operations in Philadelphia, Milwaukee and other cities. Edward L. Welford, of Mitchell, McCandless, becomes vp and general manager of the O'Ryan & Batchelder operation in Cleveland. Mayo S. Klaus, one of the founders of the company, becomes chairman of the board of O'Ryan & Batchelder Cleveland operations.

Joseph F. Casper Jack Richard Joseph R. Wendell

FAMILY AFFAIR—*When Joseph F. Foltz, advertising director, the State Journal, Lansing, Mich., was honored at a dinner marking his retirement after 42 years with the paper, five other members of his family were on hand to help out. They were two brothers: Casper A. and Jack, both members of the Journal staff, and sons: Richard, publisher of the Lake Odessa, Mich., newspaper; Joseph R., a member of the Journal staff, and Wendell, sports editor, Battle Creek Enquirer & News.*

Rep. Porter Raps P. O. Contract with Hill & Knowlton

WASHINGTON, July 5—Rep. Charles O. Porter (D., Ore.) suggested last week that Hill & Knowlton, New York public relations company, may have written political speeches under a $48,000 contract with the Post Office Department.

In a speech on the House floor, the Congressman said he had asked an executive of the company whether it had done any political work for Postmaster General Arthur Summerfield, and that he had been told, "none to speak of."

Rep. Porter told ADVERTISING AGE he has written Mr. Summerfield for more information about the contract. "I would like to know whether this organization has written any political speeches for you and would like to have copies of all the speeches and other material prepared for you and for other members of the Post Office Department under this contract by this firm," his letter to the postmaster general said.

■ L. Rohe Walter, special assistant to Mr. Summerfield, told AA no political work was done under the contract.

Mr. Walter said the contract was for services "primarily in helping develop a public relations campaign against mail order obscenity." He said Hill & Knowlton also prepared speech material "used primarily in philatelic ceremonies."

The existence of a contract with Hill & Knowlton had come up at hearings in postal rate legislation before the House post office and civil service committee in May. Committee members obtained from the postmaster general a report on total public relations spending of the department, which showed that there are 25 employes on the rolls of the officer of the special assistant to the postmaster general for public relations, and that the total cost of this office for 1960, including salaries and printing, will be approximately $383,000, "including one contract."

The contract was necessary, Mr. Summerfield told the post office committee, because the department needed help in organizing its public relations campaign to fight obscenity.

Discussion of the Hill & Knowlton contract in the House occurred during a speech in which Rep. Porter accused Mr. Summerfield of "refusing to obey the law" by withholding the facts about the amount of public service cost which has been charged to users of the mail.

He said the department's deficit would be considerably less than $608,000,000 if allowance was made for all the public service costs which Congress tried to recognize under the Postal Policy Act of 1958.

"Summerfield's bookkeeping is sloppy, his concept of public service is warped and his contempt of Congress plain, repeated and generally reciprocated," Rep. Porter said. (In New York, Hill & Knowlton told AA that the contract has terminated.) #

Rexall Buys SchenLabs for Absorption by Riker Labs

Rexall Drug & Chemical Co. has bought SchenLabs Pharmaceuticals, ethical drug division of Schenley Industries, for Rexall stock valued at more than $6,000,000. SchenLabs will be absorbed into Rexall's ethical drug subsidiary, Riker Laboratories, which is headquartered in Northridge, Cal. SchenLabs employs some 70 people in New York and few are expected to make the move to Riker. SchenLabs now makes about 15 drug products.

No announcement has been made on an agency change but realignment is expected. L. W. Frohlich & Co., New York, has been handling SchenLabs. L. G. Maison & Co., Chicago, is the Riker agency. Norex Laboratories, Schenley's proprietary drug division, was not involved in the transaction.

Borden Names Kahl, Leary

Borden Foods Co. has appointed Robert E. Kahl an exec vp and George O. Leary a vp. Mr. Kahl joined the company in 1952 and has been vp in charge of marketing. Mr. Leary joined in 1935 and will continue as general sales manager for the Borden Co. division.

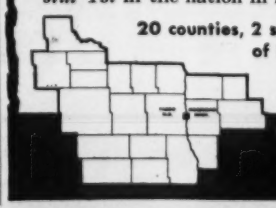
autos Go Far in Fargo!

19 out of 20 American-made automobiles are advertised in The Forum to GO FAR in FARGO

Only the Fargo Forum sells ⅓ of North Dakota + western Minnesota + the largest metropolitan market between Minneapolis and Spokane!

The Forum reaches 3 out of 5 families in this 20-county market, 9 out of 10 in the Fargo-Moorhead metropolitan market (compared to only 8% coverage by any Minneapolis daily). Now a SRDS additional standard metro area, Fargo is *still 1st* in the nation in retail sales per household.

20 counties, 2 states, but only one market of 315,100 people, solidly sold by one newspaper!



THE FARGO FORUM Moorhead News
Largest circulation in North Dakota & western Minnesota
Represented by Kelly Smith Company

Harris Sues Cuba for Money Due on Tourist Ads

MIAMI, July 8—Harris & Co. has filed suit against the Republic of Cuba for payment of money the agency says it is owed for Cuban tourist advertising.

The suit, filed yesterday in circuit court here, seeks to attach Cuban bank accounts and other assets in this country. The sum involved was said to be "in the low six figures."

Harris charged that the debt covers advertising placed in magazines and newspapers during late 1959 and early 1960. This advertising, the agency said, "showed the natural beauties of tourism and was completely non-political in content."

■ Harris said it canceled the tourist campaign in February and notified the U. S. Department of Justice that it was terminating its services for Cuba as of March 1.

The Cuban government has made several payments but Harris charges that when a principal of the agency went to Havana on July 4 to collect a promised payment he was told by officials of the Banco Nacional that the Cuban government was deferring payment in U. S. dollars at this time because of "actions of your government."

As a result, the agency went to court.

■ Many other U. S. companies are believed to be in the same position as the Harris agency, but this is the first reported law suit.

Erwin Harris, president of the agency, said: "Like hundreds of U. S. business men whose contracts were not being honored, we became Che Guevara's [Cuba's finance minister] economic captives under threat of never being paid if we turned to law for recourse."

U. S. magazines and newspapers which carried the Cuban tourist ads have been aware of Mr. Harris' plight for some time. He wrote to them four months ago explaining that he had not yet been paid in full by the Cubans.

■ However, he asked the publishers to be patient, pointing out that Cuban officials had informed him they had every intention to honor the debt.

He emphasized at the time that any publicity about this non-payment would probably irritate the Cubans and result in his not getting any more payments.

His explanation of the situation included the following:

■ "In connection with the advertising of the Cuban Tourist Commission placed by us in the publication named, as well as in other periodicals, we would like to advise you of the following:

"The situation in *precis* is this —the government of the republic of Cuba did not make its scheduled payments to us after the first of the year and we, of necessity, have had to temporarily suspend our payments pertinent to this account with all media. I have made several trips to Cuba and have finally succeeded, after many meetings with the highest government officials, in getting from them their commitment that they will commence paying against their outstanding balance to us on a prescribed schedule.

■ "Therefore, we are working on a forecast and schedule by which we will make payment to media for those Cuban tourist commission insertions as yet unpaid.

"May we reiterate that we, ourselves, as well as representatives of the U. S. State and Commerce Departments, have been reassured by responsible Cuban government officials that the amount owing to this agency is fully recognized as being duly authorized and payable to us in the near future. We wish to stress the fact that it's never been a matter of whether or not we will be paid, but a question of when.

"We furthermore would like to reiterate to you that this obligation, our obligation, will be paid in full by us to your publication as quickly as possible.

"We greatly appreciate your cooperation and patience in this matter." #

Grant Merges With Robinson, Fenwick, Haynes

(Continued from Page 1)

tive Aug. 1. It will add some $4,000,000 in billings to Grant, and will give the agency billings of nearly $10,000,000 in three West Coast offices—Los Angeles, San Francisco and Seattle. Robinson, Fenwick henceforth will be known as the Los Angeles office of Grant Advertising.

Mr. Robinson told ADVERTISING AGE that there were no account conflicts in the merger and that all RF&H accounts would move to Grant. He said that the Robinson, Fenwick & Haynes name would be dropped and all stock in the agency liquidated before Aug. 1.

■ Among the 30 Robinson accounts moving to Grant are Breast O' Chicken Tuna Inc., Packard Bell Co., the guided missile division of Firestone Tire & Rubber Co., California Dried Fig Advisory Board, the Los Angeles department of water and power, Loma Linda Food Co., Leo's Quality Foods and a new product (double-edged razor blade) of Schick Safety Razor Co.

Mr. Robinson will become exec vp of Grant in charge of operations in southern California. David R. Fenwick, John W. Haynes, Robert C. Neuman and Lee Laufer, all vps of RF&H, will become vps of Grant. Mr. Fenwick also will have creative supervision of Grant's entire West Coast operations.

E. J. Robinson

Consolidation of the two agencies will begin immediately. Grant will close its Hollywood office, and the current RF&H offices at 1111 Wilshire will become Grant's headquarters in this city.

■ A month ago, ADVERTISING AGE reported exclusively that Grant was negotiating to buy three Los Angeles agencies, with combined billings of $12,000,000, and a New York agency with billings of $5,000,000 (AA, June 6). The Robinson purchase is the first of those acquisitions to materialize. It is Grant's first merger since the agency absorbed Abbott Kimball Co., San Francisco (AA, Feb. 17, '58). #

Treganowen Joins O'Mealia

William J. Treganowen, formerly vp and manager of Foster & Kleiser's eastern sales office, New York, has joined O'Mealia Outdoor Advertising, Jersey City, as national sales manager.

Last Minute News Flashes

Calvert Brands Shift to SSC&B, Compton from B&B

NEW YORK, July 8—In a major switch, Calvert Distillers today took away from Benton & Bowles—which only got the accounts on April 1 and May 20—its Calvert Reserve, Lord Calvert and Calvert gin. The $3,500,000 Calvert Reserve business was switched to Sullivan, Stauffer, Colwell & Bayles, while the $1,500,000 Lord Calvert and Calvert gin accounts were moved to Compton Advertising, effective next Oct. 6. For Compton, the change was a major coup, coming a week after its getting $3,000,000 in House of Seagram brands from Doherty, Clifford, Steers & Shenfield. Calvert Distillers, which named B&B Feb. 19 in line with a "policy of consolidating its agencies," today quit B&B over "a basic difference of opinion on advertising and marketing strategy." Madison Ave. sources said Calvert was unhappy with B&B creative proposals.

Competition Increased Since Clorox Buy: P&G

CINCINNATI, July 8—Procter & Gamble today disputed Federal Trade Commission adverse findings on its acquisition of Clorox Chemical Co. *(see story on Page 1)* and said that competition has actually increased since its 1957 purchase of the company. "Clorox's share of the total household market is, in fact, no larger today than it was at the time of acquisition," said Howard J. Morgens, president. He said P&G will appeal the examiner's decision to the full commission, where, he said, "we are confident that the ultimate decision will sustain the company's position."

Crush International Talks with Several Agencies

EVANSTON, ILL., July 8—Crush International (formerly Orange-Crush Co.) is reviewing its advertising program and has held preliminary talks with several agencies. H. W. Kastor & Sons Advertising, Chicago, currently handles the soft drink account, which reportedly bills an estimated $350,000.

D'Arcy Named for Reorganized American Oil Co.

CHICAGO, July 8—American Oil Co. today confirmed that D'Arcy Advertising Co. will be its new agency under a reorganization move next Jan. 1 which will make Amoco the marketing subsidiary of Standard Oil Co. (Indiana) *(see story in adjoining column)*. Joseph Katz Co., New York, is presently the agency for American, which has been billing about $6,000,000 annually. It is also expected that Gillham Advertising Agency, Salt Lake City, will be dropped at the end of the year when Utah Oil Refining Co., another Indiana Standard subsidiary, is merged into Amoco.

Vick Sets Fund Raising Drive for CARE

NEW YORK, July 8—Vick Chemical Co. will spend $657,000 next fall to raise $1,000,000 for CARE (Cooperative for American Relief Everywhere). Vick money will go into spot tv, ten CBS network tv shows, inserts in Sunday supplements and into *Look* and *The Saturday Evening Post*. An additional $649,000 will go into production, trade incentives, promotion entry blanks and publicity. The "CARE Crusade" will ask consumers to send 50¢ or more to CARE with an entry blank available at 220,000 point of sale displays. Winners will get two-week trips to Europe or movie cameras.

Watkins Returns to Ayer; Other Late News

• **Julian L. Watkins,** formerly associate creative director of Leo Burnett Co., Chicago, has returned to N. W. Ayer & Son to assist its Los Angeles and San Francisco offices in expanding operations in the West. Mr. Watkins, author of "The 100 Greatest Advertisements," started his agency career as a copywriter with Ayer in 1924. He joined Burnett in 1957, after serving with Young & Rubicam, J. Walter Thompson Co. (twice), H. B. Humphrey Co., Maxon Inc., Campbell-Ewald and Campbell-Mithun.

• **Gardner Advertising Co.** last week announced that it has been "reappointed" agency on an account it never lost—Remington Rand's office typewriters and adding and calculating machines. The agency, which lost a considerable chunk of Remington Rand business in a recent management reorganziation by the client, said it will handle all advertising and promotion for Remington standard, noiseless and electric typewriters, plus adding and calculating machines. Gardner will also handle several unidentified products currently "in the developmental stage." Until May, Mr. Gardner handled all of the company's account with the exception of electric shavers (Young & Rubicam) and the international division (Robert Otto & Co.). Then Remington Rand switched its $1,000,000 Univac account to Fuller & Smith & Ross and later its $2,000,000 portable typewriter business to Compton Advertising.

• **Chrysler Corp.'s Airtemp** division has appointed Lee Epley as advertising manager. Mr. Epley has been sales promotion manager since 1959 and an employe at Airtemp since 1941. He succeeds Arthur L. Foster, who resigned to join the Biddle Co., Bloomington, Ill.

• **Sylvania Electric Products,** New York, has consolidated advertising, promotion and merchandising activities of its photolamp division under John S. Williams, merchandising manager. William A. Cummings will continue as ad manager. Paul B. Black has been named marketing manager of the systems engineering and management operation of its electronic systems division, in Needham, Mass.; and Raymond Griffiths has become manager of field marketing for the electronic systems division, Waltham, Mass., both new posts.

• **Roman Meal Co.,** Tacoma, Wash., has named Ross Jurney & Associates, Salt Lake City, to handle advertising for its Roman Meal cereal, effective Aug. 1. The account, which bills about $65,000 annually, formerly was handled by Roy S. Durstine Inc., San Francisco, which continues as agency for Roman Meal bread.

• **De Havilland Aircraft,** New York, U. S. subsidiary of the English company, has named Gaynor & Ducas to handle its advertising.

• **Hugh Anderson,** formerly with General Mills Ltd., has been named advertising manager of the Canadian division of Salada-Shirriff-Horsey, Toronto. He succeeds J. D. Tobin, who had been advertising director before switching to director of sales of the eastern region.

• **Pearl Brewing Co.,** San Antonio, has moved its advertising account, estimated at $1,500,000 annually, from Pitluk Advertising Co., San Antonio, to Tracy-Locke Co., Dallas.

American Is Big Brand in Revamp of Standard (Ind.)

Unified Symbol Studied; D'Arcy Named to Handle National Ad Campaign

CHICAGO, July 7—Standard Oil Co. (Indiana) today announced a large-scale corporate reorganization which will lead to national advertising of a single brand—American gasoline.

Previously the company marketed Standard gas in the Midwest, Amoco gas (American Oil Co. subsidiary) in the East and South, and Utoco gas (Utah Oil Refining Co. subsidiary) in the Northwest.

Under the reorganization, planned to take effect Jan. 1, Standard Oil Co. (Indiana) will be exclusively a parent company. All product refining, transportation and marketing operations will be combined into a unified subsidiary company, to be known as American Oil Co.

■ Many of the marketing details are still to be worked out, such as decision on a common brand symbol. But it is known that national advertising for the American brand is scheduled. D'Arcy Advertising Co., Chicago, presently agency for Indiana Standard, will handle national product advertising.

American was selected as the new brand name over Standard because other Standard companies in the U. S. (split up by trust busters in 1911) Hold rights to the Standard name in other states.

Indiana Standard will not abandon its valuable Standard trademark in its 15-state midwest area, however. The company said a Standard Oil division of American Oil Co. will be established to market in the Midwest.

"Standard Oil stations will be identified as such," the company said, "but will carry American brand gasoline." Many Standard product brands and trademarks will be retained, including the Red Crown and Gold Crown trademarks now used to identify Standard gasolines.

And the Amoco trademark will not disappear entirely. The company said its unleaded premium gasoline marketed in the present American Oil Co. territory will continue to carry the Amoco mark.

■ At present, Standard of Indiana and its subsidiaries market in all of the 48 states in the Continental U.S., but the company has no gas stations in California, Arizona and New Mexico. The company has 13 regional marketing offices, 12 refineries and 28,380 dealers, and says its sales represent about 7% of the U.S. total in petroleum products.

The Indiana Standard reorganization is similar to the move made a few months ago by Standard Oil Co. (New Jersey) which made Humble Oil & Refining Co. its marketing arm (AA, Jan. 11, *et seq.*). Humble is now seeking a unified brand name for its gasolines, and is currently testing an Enco label in western states (AA, July 4).

Headquarters of American Oil Co. will be moved from New York to Chicago; L. W. Moore will continue as president and chief executive officer of American Oil.

The reorganization proposal will be submitted to stockholders for approval at a special meeting, probably in September. The move is also subject to clearance by the Internal Revenue Service. #

P&G Must Dispose of Clorox, FTC Is Told

(Continued from Page 1)

Gamble enters into another industry and utilizes the same methods of operation that it utilized in its prior fields of endeavor."

Drawing on over 6,000 pages of hearing records, and hundreds of exhibits which piled up during lengthy hearings in the case, he spiced his 55-page report with detailed discussions of P&G's merchandising and advertising strategy.

He reported that P&G promotion experts had an eye on Clorox as far back as October, 1955. A P&G study found that liquid bleaches would continue to dominate the bleach market in volume of sales because they are more economical for consumers. P&G analysts predicted bleaches would continue to grow because:

- 75% of homes now use a bleach.
- Younger women bleach more than do older women.
- Automatic washing machine homes use more bleach than do conventional washing machine homes.

■ P&G's analysis estimated that the 44,000,000-case bleach market in 1955 broke down: Clorox 44%; Purex 16%; others 40%.

In its 1955 study P&G found heavy investments would be involved in breaking in with a new brand. "Taking over the Clorox business, however, could be a way of achieving a dominant position in the liquid bleach market quickly, which would pay out reasonably well," the study said.

After reviewing the earnings history of Clorox this P&G internal report commented: "We understand that Clorox sells through a broker-jobber setup, and that while they are No. 1 nationally, there are many important markets where their share of the bleach market is quite low. We feel that with our sales, distribution and manufacturing setup we could effect a number of savings that could possibly increase the net profit of their business considerably, say to a net profit of $3,000,000 on net sales of $33,000,000."

■ Two years later—just before the effort to buy Clorox came to a successful conclusion—P&G made another study. Noting that Clorox was advertising at a rate of $5,320,000 a year, this new P&G report observed, "We believe that P&G advertising philosophies and economies applied to an advertising expenditure of this size can be expected to further advance the Clorox business."

The memo acknowledged that, even though P&G's overhead charges "might appear to reduce the profitability or at least offset any economies under P&G management," there remained such possibilities as a 5¢ to 10¢ per case price increase. This could be accomplished without any increase in the retail price, thereby expanding profit, the P&G experts proposed.

The examiner dealt in detail with P&G's advantages in getting store space and its ability to buy advertising cheaper than Clorox's smaller competitors.

Mr. Haycraft said obtaining and retention of adequate shelf space in retail outlets is a fundamental objective of the 1,800 salesmen in the P&G sales force.

■ "Each P&G salesman, in addition to selling his line of P&G products, is responsible for obtaining advertising and other merchandising support from his customers and for obtaining retail store shelf and display space for P&G products," Mr. Haycraft reported. "According to the president of P&G," he wrote, "it's one of the salesman's normal duties to make sure to try to secure adequate shelf space for our brands."

Shelf space is generally allocated by grocers on the basis of sales movement of the products and the reputation and merchandising ability of the manufacturer, Mr. Haycraft emphasized.

Advertising and promotion are big factors in determining sales movement, he said. Grocers desire pre-sold products which they do not have to advertise or promote themselves. "P&G brands are pre-sold through extensive advertising."

By associating with P&G, Clorox got big advertising advantages over Purex and other bleaches, he found. Using 1957 figures, he found P&G, an $83,500,000 advertiser, first in the nation in tv and high in newspapers and magazines. Noting that big advertisers get discounts of as much as 30%, he wrote: "To earn these discounts, large advertisers may, as P&G does, combine their advertising in a given medium of all their products.

"This makes the pro rata cost per product far less than the amount to be paid by the one-product company.

■ "Even a company with many products cannot earn discounts comparable with those of P&G if their combined amount of advertising is insufficient to qualify for a maximum discount."

He said that even at the same advertising allocation of 16.4¢ per case that it established in pre-P&G days, Clorox saved at least $138,500 on its advertising bill in the 12-month period ending June 30, 1958, by buying at P&G rates.

This included an $86,000 saving in television, $50,000 in magazines, $2,000 in newspapers and $500 in radio, he said.

"In addition," he said, "there is evidence which indicates that if Clorox advertising was fully coordinated with the advertising of P&G, even more substantial discount savings could be effected which would enable Clorox to purchase considerably more advertising without increasing its per-case rate budget for that purpose.

"In an industry where all but a few of Clorox's competitors are small firms with limited financial resources," he stressed, "any such amount of potential additional advertising cannot be considered insignificant."

■ The decision meticulously traced the changes which took place at Clorox after P&G took over. Fred Brown, a veteran of 45 years with P&G, became exec vp, and other P&G men moved into staff jobs. "One, a marketing specialist with P&G who had been responsible for the promotion of several P&G brands, including Tide, was made a marketing staff associate," he said.

P&G promptly introduced price-off labels, free premiums, price reducing coupons and reduced-price premiums coordinated with advertising, both in selected areas and nationally, the examiner found. Advertising strategy changes:

- In magazines: b&w page units replaced the smaller color ads formerly used by Clorox's old ownership. Some magazines were dropped, and ads in others, such as farm magazines, were reduced. These changes, Mr. Haycraft said, seemed to square with P&G policy, as testified to by its advertising manager, of advertising in magazines with national circulation.
- On radio: Less emphasis on radio in accordance with P&G policy. Spot announcements on some independent and unaffiliated stations were terminated and were switched to network stations, which generally offered more audience. "After the acquisition 34 radio stations were dropped from Clorox advertising, of which 27 were independent stations unaffiliated with a network. One new station was added," he said.
- On tv: Major revisions and expansions of spot schedules were documented by the examiner with six separate lists illustrating stations dropped or added by P&G after taking over. He estimated P&G trimmed tv spots in nine markets used by Clorox from 5,956.7 seconds monthly to 3,597.5 seconds, cutting out entirely such cities as Huntington, W. Va.; Little Rock; Tacoma; and Wilmington, N. C.

In 80 other markets P&G upped Clorox spots from 43,277.4 seconds monthly to 96,660 seconds. At least 20 new markets appeared on the list, and many of the older markets were increased by 50% to 100%.

■ "A further indication of a more aggressive sales policy pursued by Clorox after the acquisition of Clorox Chemical Co. by P&G is evidenced by the fact that while Clorox Chemical Co. used only 592,020 seconds of tv spot advertising in the 12-month period prior to acquisition, Clorox purchased a total of 804,060 seconds of tv spot advertising in the shorter 8-month period immediately following the acquisition," he observed.

As an example of the effectiveness of P&G as a merchandising organization, the examiner cited the introduction and customer acceptance of Comet household cleaner. The company spent about $7,200,000 in its campaign for this product, from some time in 1956 through October, 1957, he noted. As a result, by March, 1958, Comet had 36.5% of the national market and was within 0.4% of tying Ajax, the leader in the field.

He recited three instances where Clorox under P&G leadership used retaliatory promotions to fight off competition.

- Purex tried a coupon deal in Erie, Pa., where Clorox had over 50% of the market, the examiner reported, giving housewives 10¢ to 25¢ off.

To prevent the Purex entry, he said, Clorox combined an advertising and promotion campaign involving cents-off labels, followed by a deal offering a regular $1 ironing board cover for 50¢ with each purchase. It ran newspaper ads, provided dealers with display material, and spent $4,000 for tv spots, although it had never used tv in that area before.

"As a result of this campaign by Clorox, under P&G control," the examiner said, "Clorox was successful in nullifying Purex's test market attempt and in preventing Purex from becoming a substantial factor in the Erie County market."

- At about the same time, Purex stepped up advertising to test a newly designed bottle and label in Evansville, Ind., the examiner reported. Clorox countered by using price-off labels of 2¢ and 6¢.
- Between May and August, 1958, Clorox systematically used deals to meet Purex efforts to introduce its new bottle in Atlanta, Los Angeles, San Francisco, Chattanooga, Nashville and the Pacific Northwest, the decision said.

■ To substantiate his belief that it was deliberate P&G policy to react violently to any aggressiveness by smaller competitors, the examiner reported that Eric Bellingall, vp of the agency handling Clorox (Honig-Cooper & Harrington, San Francisco), testified: "We drew up a list and had ready a group of these promotions, and we got a list of dates when Purex was moving across with its new bottle."

Continuing, Mr. Bellingall testified, according to the examiner:

"Your honor, you generally don't wait in most instances to let him get too much of an inroad. Now we had this research of promotions that I had discussed and as Trimpe reported that the new bottle had shown up in this territory and so forth, we would then move to counter with one of this pool of things.

"We have used as different devices, price-off labels, the coupon on the bottle, the newspaper coupon and so on, and in some territories, we did not meet it with a promotion, but tried to meet it with whatever increase there was in an advertising schedule.

"Sometimes we won't wait for the full effect of the competitor's promotion to take place with the consumer. That is, if he moves with a promotion, we may elect to move simultaneously or as close to simultaneously as we can. In other instances—and this can depend on holidays and so forth—we wait until we get a better reaction from our distributors in the area and then try to go in to prevent the second purchase. Am I clear there—where a promotion might do a sampling job for the competitor and we would move against the time that we would judge that the women would be going back for a second bottle? We don't want her to be setting up a habit of purchasing the thing that she has been temporarily attracted to by a promotion, so there is a variety of timings in this activity."

■ These considerations convinced him, the examiner said, that there is "well founded fear" among competitors that aggressive advertising and sales promotion methods of P&G will result in serious injury to their businesses.

Before the acquisition Clorox achieved its position mainly by national advertising, he commented. "However, the evidence indicates it has been the policy of Clorox since the acquisition to meet and meet vigorously the promotions and test marketing of its competitors.

"As heretofore related, these retaliatory tactics have been used especially against Purex, the second largest household liquid bleach manufacturer in the industry." #

DRAMA CAMERA—*This sequence of photos of parachutist Lee Wright was taken from a camera rigged on his chest and positioned to focus on his face during the entire jump. Champlin Oil & Refining Co., Dallas, is using the film in a one-minute tv spot.*

Chutist's Face Filmed in 3,000' Descent for Champlin TV Spot

DALLAS, July 6—A new high in realism and authenticity has been hit in a one-minute tv spot produced for Champlin Oil & Refining Co.

Midwest tv viewers currently are getting a look at the facial expressions of a parachutist during his descent. The sky diver is Lee Wright, who fell from the plane with a camera mounted on his chest and focused on his face.

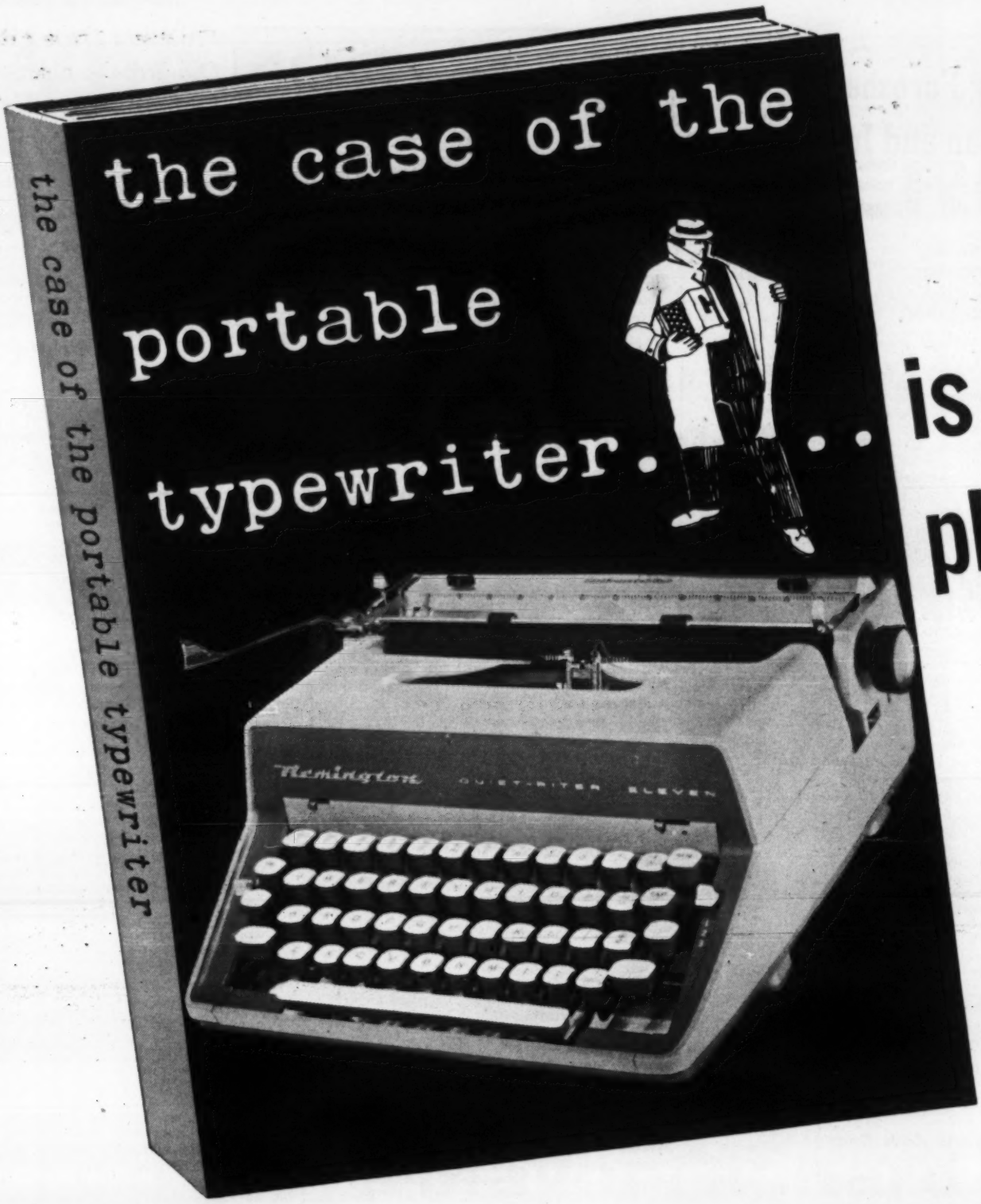
■ The footage includes about 3,000' of free fall before the parachute opens. Originally, Mr. Wright was to have fallen about 1,500' to 2,000' before opening the chute. But the cumbersome equipment created a problem that Mr. Wright had not anticipated. When he tried to reach up with his left hand to pull the release ring, he found that he couldn't overcome the inertia of his fall enough to bring his left arm up.

With less than 750' of altitude left, he managed to work his right hand across to pull the ring.

■ The commercial, created and produced for Champlin by its agency, Tracy-Locke, is one of a series featuring sports stars from the Midwest and tying in with the Champlin theme, "A great name in the Great Plains." #

Goodson-Todman Promotes 2

Bud Austin, previously vp and director of sales of Goodson-Todman Productions, tv packager, has been named to the new post of exec vp in the New York office. Harris L. Katleman, formerly a vp, has been named to the new post of exec vp in Hollywood.



. . . is now all plastic

The assignment: "Track down a light, strong, attractive housing for a portable typewriter." It took two years of work by a whole force of highly-trained investigators before the case was finished, but the results paid off.

Many materials were checked out, but the solution to the problem was found in the use of plastic. It led to the development of a strong, smartly-designed, two-tone, all-plastic portable typewriter housing that is winning wide acclaim . . . and sales. With over a million portables sold yearly, the sale of plastics takes another big step upward. And with the increasing use of plastics in building materials, appliances, furniture, luggage, automotive equipment and packaging, it's easy to understand the billion-pound growth of plastics last year (to a total of 5½ billion pounds).

Investigate this market! Your clue to extra sales lies in the fact that the processing of plastics requires machines, motors, tools, dies and a host of supplies and services for making, molding and finishing plastic products. And your best lead for capturing your share of the market lies in the use of MODERN PLASTICS . . . the dominant magazine in the field, with more editorial matter, more paid subscribers and more advertising than all other plastics publications combined.

Get the Files. Write our nearest office for your copy of the MODERN PLASTICS Market and Media Data File.

MODERN PLASTICS

A Breskin Publication—Authority of the Field for 35 Years ABC ABP

Offices: New York, 575 Madison Ave.; Cleveland, 3537 Lee Rd.; Chicago, 620 N. Michigan Ave.; Los Angeles, 6535 Wilshire Blvd.; Atlanta, 1722 Rhodes Haverty Bldg.

On the International Scene . . .

Grimes' Visit Home May Foreshadow McCann Invasion of Japan and India

By Milton Moskowitz

NEW YORK, July 5—One of McCann-Erickson's most dedicated stalwarts, Arthur L. Grimes, has been visiting agency headquarters here, bringing top management up to date on developments in the Far East.

Mr. Grimes, exec vp of McCann-Erickson Corp. (International), is McCann's emissary in that part of the world. He went out to Australia in April, 1959, and engineered the deal that brought Hansen-Rubensohn into the McCann fold last September and remained Down Under to help guide McCann's new Australian operation to a billings gain of 60% in nine months.

Arthur L. Grimes

■ On his way into New York Mr. Grimes stopped off for a three-week inspection of the Japanese advertising scene and when he heads back to Australia next week he will undoubtedly be carrying with him a timetable for new McCann invasions.

Japan is certain to be next to feel the weight of McCann competition. And after that, India.

Mr. Grimes, who came to McCann in 1951 from J. Walter Thompson. Co., told ADVERTISING AGE that Australia has been an "exciting" experience—for him and his family.

"Australians basically like Americans," he reported, "and it's therefore a wonderful place for an American to be."

■ Mr. and Mrs. Grimes and their 17-year-old daughter, Nancy, occupy a five-room apartment at Point Piper, overlooking the Sydney harbor.

Mr. Grimes, formerly a member of Larchmont Boat Club, now belongs to the Royal Sydney Yachts Squadron, which is building a boat to challenge the U.S. Cup winner.

It is doubtful that there are many people around who have as intimate a grasp of the Australian agency business as Art Grimes. The reason is simple: Before deciding to join forces with Hansen-Rubensohn Mr. Grimes spent three months visiting 28 Australian agencies, spending at least two hours with each of them (and much more time with many of them) and getting a fairly complete picture of their operations.

■ In the past, when U.S. agencies have invaded Britain, local forces invariably griped about "foreign domination." Mr. Grimes said this has not been the case in Australia. He reported that Johnny Jackson of the Jackson, Wain agency—one of Australia's top five—told him: "You keep shaking the plum tree, and we'll gather our share."

The most serious problem in Australian advertising, according to Mr. Grimes, is a severe shortage of top-level executives. This is why McCann sent Vincent Tutching from New York to open the new Melbourne office of Hansen-Rubensohn-McCann-Erickson.

Mr. Grimes said a number of people were interviewed for the Melbourne assignment and it was finally the Australian directors of the agency who recommended that an American be brought over.

"I told New York," Mr. Grimes added. "Vince volunteered for it—and that's all there was to it."

Don't Limit German Service

Another recent visitor to Madison Ave. was Hermann Bruder, president of the Werbetechnik agency of Stuttgart, Germany, and head of the AWM (Assn. of Advertising Agencies & Marketing Counselors), one of the three advertising agency associations operating in West Germany.

Mr. Bruder warns U. S. companies coming to Germany to be sure that they wind up with a full-service agency, not a "so-called agency which only functions as a space buyer and sometimes represents media."

The German adman said the full-service shops in his country belong either to the AWM or to the GWA (Society of Advertising Agencies). Each has 14 members. In the ranks of the GWA are McCann, J. Walter Thompson Co., Young & Rubicam, Brose, Die Werbe and Troost; the AWM membership includes, among others, Carl Gabler, Hegemann, Dorland and Werbebau.

According to Mr. Bruder, the GWA members have combined billings of about $70,000,000 annually, compared with $45,000,000 for the AWM group.

Why are there two associations of full-service agencies? Mr. Bruder said the main reason is that the annual dues required by the GWA —about $4,500—are too high for many agencies such as his own. #

Borden Offers Gloves

■ Borden Foods Co., New York, is offering three pair of nylon stretch gloves from Italy for $1 and a Borden's instant coffee label, in an eight-week promotion in 62 cities. Up to 16 ads are running in 91 papers in these cities, supported by point of sale tags placed on all three sizes of the coffee. Doherty, Clifford, Steers & Shenfield, New York, is the agency.

Allston, Smith Adds One

Allston, Smith & Somple, Greenwich, Conn., has been named to handle advertising for W. G. Reardon Laboratories, Port Chester, N.Y., maker of exterminating products. The account formerly was with Grant Advertising. Allston, Smith also has named Helen Wheeler, formerly with Compton Advertising, to its creative staff.

PARTIO CART—*This four-color page appearing in July issues of House Beautiful, House & Garden, The New Yorker and Sunset Magazine will introduce General Electric's new portable Partio Cart, an electric outdoor cooking center. Young & Rubicam is the agency.*

WON'T BREAK—*Kaiser Steel Corp., Oakland, Cal., is launching a western promotion for soft drinks in cans with commercials on "Maverick" (ABC-TV) in 11 western states during July and August. Newspaper ads, outdoor posters like the above and in-store materials will be concentrated in the San Francisco area. Young & Rubicam, San Francisco, is the agency.*

Greyhound's Kelley Forsakes Careers in Music, Journalism for Advertising

CHICAGO, July 5—To the handsome, 31-year-old vp of advertising and public relations of Greyhound Corp., "age is greatly overestimated and youth greatly unexplored." But apparently Verne Kelley's employers, past and present, have not disagreed with this precept.

Since he was 28, Mr. Kelley—with the aid of a secretary and a "well organized" agency group—has been responsible for the direction of a $5,000,000-plus advertising and merchandising expenditure at Greyhound. He acknowledges, "My job is a little unusual."

Verne, too, is a little unusual. He set out to be a musician when he entered Notre Dame's music school. However, when he was graduated in 1950, he was unalterably a journalist who had already served the *Chicago Daily News* as a summer replacement.

But the obvious course—becoming a newspaper man—was not his. Verne wanted to get into advertising, and admen, he recalled, were vociferous about attracting and recruiting new, young blood. When he repeatedly applied for ad positions, though, he was sorted out for lack of experience.

■ Verne wound up his initial search for an occupation by going to work for Procter & Gamble's drug product sales department. He moved to United Airlines as a public relations writer, and a year later found an opening at Ruthrauff & Ryan, where he served as a tv writer-producer. After a two-year Navy stint, he returned to R&R as an account executive. A year later, he was appointed ad manager by Greyhound and was named a vp in 1959.

He is a jazz fan and a bullfight aficionado. During his Notre Dame days at South Bend, he once carried his tenor sax into a jam session with members of a celebrated jazz band. Before the evening ended, Verne was offered a job, and was told that the regular tenor man had "disappeared in a saloon somewhere between Chicago and South Bend." Verne admits he was seriously tempted.

He developed into a bullfight fan in 1954, while stationed in San Diego with the Navy, when he often went to bullfights in nearby Mexico. He met others with the same interests in San Diego and formed a bullfight club. He still gets *Toros*, a publication devoted to the sport, and both he and his wife, Lois, have "spent lots of money and time" on bullfighting art, books and other memorabilia.

With his collection of talents and tastes, Verne clears the confusion by noting: "My main interest has always been writing." From time to time he still enjoys writing merchandising copy and personally takes care of all corporate stories, including the annual report.

■ Most interesting, perhaps, is how one man can administer the direction of a more than $5,000,000 account, make decisions, write a good deal of the collateral material for advertising, and be very active in the creation and production of national ads for all media, particularly tv.

Verne relies heavily upon suppliers and the agency to take care of the many details which ad and sales promotion departments of other large companies normally would do. He assigns suppliers projects, such as point of purchase material or sales literature.

He explains, however, that much of his department's operational success has resulted because "we try to keep everything small. There are only four or five people involved in decisions of creative strategy. This way the creative effort is less diluted by committees than you'd find in many other places."

■ Summing up, Verne says, "Fewer people get more done. It's worked because we have a very excellent staff at the agency—Grey Advertising [New York], where two account supervisors and five account executives comprise a well organized group that has worked together for a number of years." He adds that the "big advantage" of working alone with the agency people is, "We seldom go off in opposite directions."

Verne is on the phone with the agency on the average of once a day and meets with the agency staff at least once a month.

In between his imposing chores at Greyhound and his leisure love of bullfighting and jazz, he may be found on the terrace of his rooftop apartment on Lincoln Park West. Here Verne, raised in the city, is awed by the day-to-day growth of some greenery which his wife has planted.

Here, also, there is room to romp for Verne's two dogs. Greyhounds? "No. They are miniature schnauzers." His excuse is simple. "There isn't enough room for a greyhound." #

'Scientific American' to Up Circulation, Ad Rates

Effective with the January, 1961, issue, *Scientific American* is guaranteeing an increase of 25,000 net paid circulation, from 250,000 to 275,000, and will have a new b&w ad page rate of $3,300. The two-color premium is $660.

National Office to Biddle

National Office Furniture Assn., Chicago, has appointed Biddle Co., Chicago, to handle its advertising. National Office formerly placed advertising direct.

Professor Urges Congress to Curb Federal Agencies

ANN ARBOR, MICH., July 5—Independent government agencies such as the Federal Communications Commission have escaped "effective control" by Congress and the courts, it was charged by Prof. Frank E. Cooper, a University of Michigan law professor.

Ripping the government agencies for overextending their authority and for making arbitrary decisions not based on legal precedent, Mr. Cooper suggested four ways in which secrecy and influence peddling in these agencies could be curbed. Congress, he said, should:

1. Periodically review the basic policies governing each agency, substituting "real guidance" for "untrammeled administrative discretion."

2. Require all agencies to make public the criteria governing their decisions and provide for public participation in their rulemaking procedures.

3. Guarantee fair procedure in administrative hearings by requiring separation of the policy-making, prosecuting and judicial functions within each agency.

4. Make hearing officers of these agencies, in effect, trial judges, requiring them to base their decision on materials presented in a public hearing.

■ Unlike the courts, Mr. Cooper charged, administrative agencies tend to treat each case as unique and unaffected by precedent. Many agencies refrain from making any clear statement concerning their procedures or the criteria governing their decisions.

Because they act as both "prosecutor and judge," starting legal proceedings only when their investigation shows preliminary evidence of guilt, agencies tend to treat individual defendants "in somewhat cavalier fashion," Mr. Cooper asserted.

"It is not the members of the agency who make the decision," he charged. "The actual decision is hammered out by unseen, unknown, unapproachable (we hope) staff assistants—a group of lawyers, engineers, statisticians, technicians and political hacks.

"They produce a staff memo which too frequently affords the only source of information to agency members when they decide the case. These staff memos are secret documents not made available to the parties to the case . . . A litigant may be ambushed by secret lurking forces without knowing what has happened." #

3 Accounts to Elkman Co.

Three companies have appointed Elkman Co., Philadelphia, to handle their advertising. They are Morris Cooper Corp., which provides equipment and accessories to the electronic industry on a rental basis; Tresco Co., maker of transformers, and North American Brake Centers, all of Philadelphia.

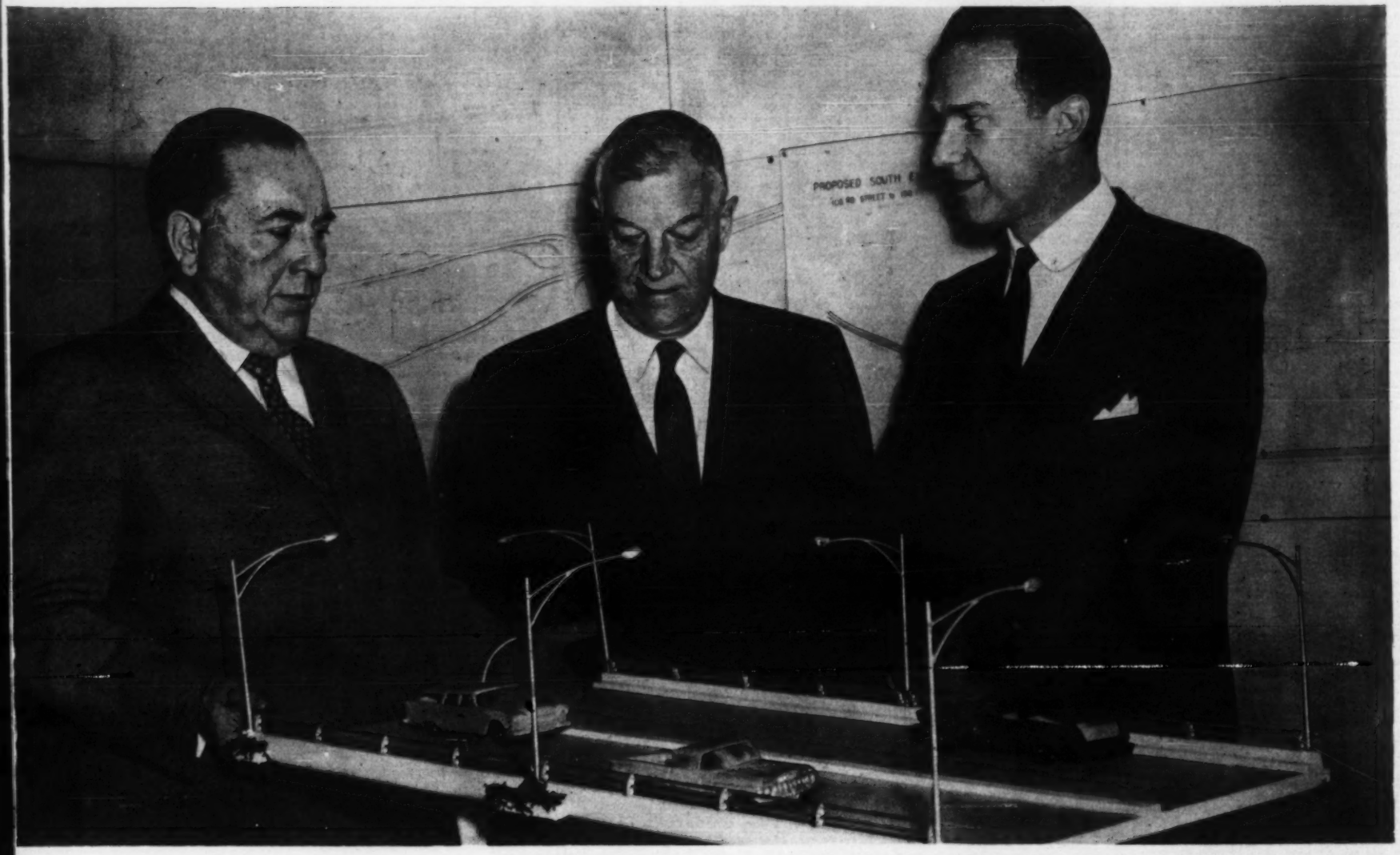
Slocum Estate Tops $1,000,000

Richard W. Slocum, late exec vp of the *Philadelphia Bulletin*, who died in 1957, left an estate valued at $1,887,076, an inventory filing disclosed. Bulletin Co. stocks accounted for $1,766,547 of the estate. The residuary estate was divided into two equal trusts in the name of his wife, Catherine.

Syndicator Uses Direct Mail

Contemporary Features, Chicago, is using a direct mail campaign to newspapers to promote a new record column by Jack Lind, Danish-born writer now on the staff of the *Chicago Daily News*. Contemporary's address is P.O. Box 129, Chicago.

Who reads CHICAGO'S AMERICAN?



"I do" says Mayor Richard J. Daley

Richard J. Daley, Mayor of Chicago, is shown above (left) in discussion with Dr. Rettaliata, President of the Illinois Institute of Technology (right), also a leader in civic improvement, and Mr. Roddewig, Chairman of the Chicago Plan Commission and President of the Association of Western Railways.

"So do we," say Clair M. Roddewig and Dr. J. T. Rettaliata. Mayor Daley adds, "When men like Mr. Roddewig and Dr. Rettaliata work with me for civic improvements, such as this proposed Western Avenue Through-Lane Overpass and for slum clearance and the redevelopment of blighted areas, CHICAGO'S AMERICAN is back of us 100%. The paper that works with us for civic progress is the paper for us. That's why these gentlemen and I read CHICAGO'S AMERICAN."

Richard J. Daley

CHICAGO'S AMERICAN

Wholly owned subsidiary of the Tribune Company, Chicago, Illinois

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 **48,389**

HELP WANTED

ELECTROTYPE SALESMAN

Reliable Chicago Electrotype Producer has opening for salesman full or part-time. Agency or publication contacts desired. Liberal comm.

Box 3803, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING COPYWRITER

This congenial well-established agency has a national reputation for its beer advertising with a growing list of clients from coast to coast. If you have the professional style, the versatility, and the solid agency experience we require, we can offer you a real opportunity. Send resume, samples of some of your best efforts and salary requirements to **Cavanaugh Morris Advertising, 946 Greentree Road, Pittsburgh 20, Pennsylvania.**

SPACE SALESMAN. MERCHANDISING TRADE BOOK. CHICAGO.

Self-Starter, who can work with minimum of supervision. Large company. Benefits. Great opportunity for advancement. Strong publication. Salary: $8500. Resumes.

Box 3874, ADVERTISING AGE
630 Third Ave., New York 17, New York

FUND RAISING REPRESENTATIVE

National voluntary health agency with affiliates in all 50 states seeks man with progressively successful experience in person-to-person and direct mail fund raising campaigns. Favorable employment conditions plus outstanding opportunity for personal satisfaction. Headquarters in Chicago. Some travel. Salary $7000-9000 depending on background. Desired age range 32-42. Send full details to

Box 3877, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity ..... editors
advg. manager ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

MARKETING MEN: ALL SPECIALTIES

Assignments, no relocation—resume.

Box 3875, ADVERTISING AGE
630 Third Ave., New York 17, New York

Free Lance Artists and Art Salesman

Long established studio with top national accounts, new modern air conditioned offices, has space and considerable work available for two (2) qualified illustrators. (Pay every week.) 1 - Figures - 4 color and B &-W. 1 - Products - 4 color and B & W. Nominal Rental Basis. Excellent connection for Art Salesman. Call for appointment—**Dearborn 2-6033—Chicago**

WOMEN ONLY
$484-$673!

Are YOU, or do you know of, a woman who loves the business world, who can talk to janitors and bank presidents with equal ease - a women who thinks she would be worth $6-9000 (and knows she'll have to work to earn it) a woman who dislikes clerical routine, but loves (or could learn) problem-solving, service-merchandising, and assistance-giving? If you know such a person, or if YOU are such a person, or if you're young, ambitious, and egotistical and want to BECOME this kind of person, please call us, see us, or send us a resume for consideration on one of Chicago's most exciting career opportunities for women. All replies confidential. **Miss Borchers, An 3-0944, Room 214, 22 West Madison, Chicago.**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago SU 7-2255

CREATIVE DIRECTOR

Creative ability plus administrative experience. Supervise copy, art, and radio-TV departments in leading Midwest agency outside Chicago. Each department staffed with its own director. You will expand the creative scope of all three departments, coordinating agency talent and outside art, photographic, and film sources. Must be able to work well with clients. Our employees know of this ad. Write, giving complete details and salary requirements. Box 274, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

POSITIONS WANTED

HOME ECONOMIST

Creative and constructive ability in product promotion, public relations and consumer services. Versatile foods, home appliances and textile background. M.A. in Home Economics and Journalism. Ten years business and consulting experience. Talent for working with others. Free to relocate.

Box 3881, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING-PUBLIC RELATIONS DIRECTOR

Last 7 years department head large corporation. Mature, alert, capable. Will take charge, produce results. Available August 1st, perhaps earlier. Resume, references. Will consider Agency work.

Box 3882, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDICAL WRITER

Free lance. Versatile perspective for medical and allied areas. Consultant to agency or principal. All inquiries welcome.

Box 3883, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PR man, 17-year versatile background, is leaving agency field for good. Wishes to devote talent for corporation or association. Best references. $15,000.

Box 3884, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECT MAIL EXECUTIVE

Capitalize upon 25 productive years experience in successful direct mail selling. Business services, publications background. Now seek challenge in promoting tangible. Create, organize all phases mail operations—marketing, copy, lists, testing, production to mailing. Can set up dept. or manage present one. Age, low forties. Recognized leader in the mail field.

Box 3886, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PR ARM?

Want to organize publicity department as part of your advertising agency? Publicist with 17-year practical background has same desire. Top references.

Box 3885, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Young, exp. space salesman publication mgr. seeks future with reputable trade publisher—ABC or good BPA house. Have excellent background sales, promotion. Minimum salary $12,000.

Box 3887, ADVERTISING AGE
630 Third Ave., New York 17, New York

WHAT WOULD YOU LIKE ME TO DO FOR YOU WHILE I AM IN EUROPE?

I will be gone 10 months. Experienced in visual design-photography-business.

Box 3888, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY THAT SELLS

(hard, soft, medium boiled) turned out with speed and sparkle. Solid agency background. Drug experience, but will take on all challenges. Age 34, salary in early teens.

Box 3892, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPY PRO—ETHICAL DRUG

Ideas and words that win doctor-friends and influence prescriptions. Agency and company experience. Ready to head copy group. Family man, 34. $14,000.

Box 3893, ADVERTISING AGE
630 Third Ave., New York 17, New York

UNUSUAL OFFER. Creative writer, 7 years exp., will work 60 days any reasonable figure to prove worth. Wants growth chance in major Chicago agency. Real pro.

Box 3894, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Our 49th Year

SPACE SALESMAN—30-40 food pub. midwest territory $12,000
WRITER—publicity, editorial, pub. relations, under 30 6-7,000
COPYWRITERS—4A agency, farm chem. automotive exp. 10,000
PROD. ADV. MGR.—trade assn. food background 10,000+

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

POSITIONS WANTED

CREATIVE EXHIBIT DESIGNER & DIRECTOR

8 yrs. exp. product design, Exhibits & sales promotion. Knows all phases of Exhibit sales, design & fabrication. Desire position in Phila. area . . . $9M

Box 3879, ADVERTISING AGE
630 Third Ave., New York 17, New York

DON'T PAY FOR SPACE IN AD AGE

. . . if you're looking for an ad manager who knows his stuff and shows it mainly in his work. He's 30, senior copy-contact man now and with same people for 6 years. Handles 6 fig. national print campaigns inc. the planning and selling, supervises the doing. He uses all the tools to help sell many of the ind. products (and ideas) of one of the top 10 US corps. He likes where he is, but can't see the glen ahead for the forest. Relocate, now. $14,000 is what he'd like. He'll reply promptly.

Box 3880, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

SALES REPRESENTATIVE

National advertiser and agency information service
Chicago—midwestern territory
Draw against commission
Can be handled with your present representation
POTENTIAL UNLIMITED
Ideal office location, phone service

Box 3889, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHERS REPRESENTATIVE

Two top BPA audited trade magazines have a need for a representative covering Maryland, Virginia and the Carolinas. Self-starting, creative selling a must. Call or write: **M. M. Ecksel, c/o Ames Publishing Co., Cuthbert at 36th St., Phila. (1) Penna.**

PUBLISHER'S REP WANTED

New but proven monthly specialized service for the electronics industry; 25,000 circulation, space units only $250.00. Will accept applications for experienced publisher's representative in New York and New England territory. Send full details to: **Jack Jordan, Electronic Information Specialists, Inc. 1111 N. Doheny Drive, Los Angeles, 46, Calif.**

PUBLISHERS REPRESENTATIVE

BPA audited industrial merchandising magazine backed up by national advertising and direct mail promotion needs a top notch representative or company to cover N.Y.C. and Northern N. J. Excellent opportunity to make $ $ $ commission. Write:

Box 3890, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

REPRESENTATIVE AVAILABLE

Top background in sales and management. Years of experience—a wealth of close contacts in Midwest, Detroit and Mich.

Box 3820, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

Outdoor advertising. Active partnership available due to illness. Experience in selling advertising to advertisers, agencies essential.

Box 3891, ADVERTISING AGE
630 Third Ave., New York 17, New York

ART DIRECTOR! Want to Move to California? Art Service for Sale! Owner retiring rich! Asks $1 for Good Will, plus fair price physical inventory. Compact fully-equipped 8-board Set-Up READY TO OPERATE. Live Salesman, Layout Man, Illustrator and Retoucher can CLEAN UP here. SEE 8-Yr. Sales Records, Bd. of Equal., Calif . . . Strategic Hollywood Location. Low Rent. No Acc'ts Payable . . . EASY TERMS!! ACT NOW!!

Box 27 R 786, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

If you've got it—
YOU CAN KEEP IT.

If you have billings of $100,000 or over, we offer a unique proposition. We need someone to service our accounts. Most are small infrequent advertisers. On the one big account we have (over $100,000) all the work comes in a few months in the fall. Then you're through. We are a solidly established (25 years) New York recognized agency with 10 employees. We have ample space for you. Depending on the amount of your billings, you can practically write your own ticket on a salary plus arrangement. Shall we talk it over? Box 236, Advertising Age, 630 Third Avenue, New York 17, New York.

CREATIVE DIRECTOR

Bring your talents South where fast expansion of business and industry assure big opportunities in advertising. One of area's largest, fastest-growing 4A agencies has opening for right man to develop and direct creative thinking, make creative presentations, work with clients. Mostly consumer accounts. Heavy art background essential, copy experience a definite asset. Send photo, samples, salary expected, resume with complete details in first response to Box 289, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

ADVERTISING, SALES PROMOTION MANAGER

HARD SELL for HARD GOODS

Presently employed Vice President specializing in securing dealer accounts and repeat sales with hard-hitting direct mail, mail order, trade paper and all phases of advertising.

Highly creative, expert in layout, copy, planning, statistics, customer and prospect correspondence.

Efficient in supervision of complete advertising and order departments. Will relocate.

Box 275, Advertising Age, 630 Third Avenue, New York 17, N.Y.

ASSISTANT DIRECTOR, MERCHANDISING

Food Manufacturer

National food manufacturer headquartered in greater New York area has need for young executive as Assistant Director of Merchandising. Responsibility will include preparation of merchandising plans, research, liaison with divisional sales groups and, specifically, creation and administration of point-of-sales materials. Growing, dynamic company with outstanding reputation.

Candidate should be experienced in retail merchandising including point-of-sale either in a food manufacturing company, advertising agency or retail chain. There is emphasis on organization and administration as well as creativity. College training is desirable.

Reply in strict confidence with complete resume.

Box 290, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING AGENCY ACCOUNT SUPERVISOR WITH THE RIGHT MAGIC . . .

because to fill this job a man must function as if he is in two places at the same time. This is a position for a man in his 30's—who is well organized, and who will enjoy a lot of cross country travel.

This is a position for a gregarious, warm individual—a man who can present his own ideas and the agency's plans in a forceful and authentic manner to top management.

Your actual experience must include the handling of nationally known brands in the grocery field. You will be employed by a major Chicago agency who will allow you as much responsibility as you can assume.

Send only a very brief resume to: Psychological Dynamics, 1315 N. Astor St., Chicago 10, Illinois.

THREE CREATIVE OPPORTUNITIES

International Division job openings in home office of fast growing, forward looking Midwest pharmaceutical firm. Excellent opportunities for continued professional growth.

MANAGER ADVERTISING SERVICES

Minimum 5 years' experience in advertising and promoting package goods. Will assist in preparing marketing programs and coordinate advertising and promotion with home office, agencies, and foreign subsidiaries.

ADMINISTRATIVE MARKETING COORDINATOR

Minimum 2 years' experience in advertising and promotion. Will assist in preparing marketing program for fast moving product and coordinate the product advertising and promotion with home office, agencies, and foreign subsidiaries.

SPANISH MEDICAL COPYWRITER

Several years' experience translating Spanish-English medical-technical information. Will creatively translate pharmaceutical chemistry information into advertising and label copy.

Send complete resume and salary requirement to:

Box 288, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SPACE SALES

Leading merchandising trade publication has opening in midwest office. Packaged goods sales, advertising and/or marketing experience essential. Liberal salary, commission and expenses. Our staff knows of this advertisement. Box 209, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

PLASTICS AD MAN

Our client, a leading Chemical Co. with tremendous growth in past five years seeks young, experienced man to assume important role in Advertising Dept. If you have Chemical background, willing to live in beautiful Ohio industrial valley, write in confidence giving full details and salary requirements. For the right man this can be a lifetime opportunity.

Box 283, Advertising Age
200 E. Illinois St.
Chicago 11, Illinois

MERCHANDISING EXECUTIVE

Outstanding national Midwestern manufacturer of consumer and industrial precision measuring instruments seeks younger man with high potential for merchandising manager position. Requirements for position include:

- Broad vision and knowledge of effective marketing strategy.
- Sound functional experience in sales promotion, market research and advertising. Experience may have been acquired in any of various industries.
- Exposure to wholesale/retail channels of distribution through some direct selling experience.
- Executive management ability and capacity.
- Earnings should currently be $9-$14,000 per year.

Position offers exceptional opportunity for broad marketing responsibility and experience plus future in executive management.

Reply in confidence, stating present position, qualifications and current earnings.

Box 291, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

VERSERVICE
Whatever the product,
Whatever the purse,
You see it in sales
When you say it in verse.
Advertising jingles, brochures, announcements written to order by professional light versifier.
Box 273, Advertising Age, 630 Third Ave., New York 17, New York

ATTN: WEST COAST AGENCIES
WEST COAST PRODUCERS
TV Program & Comm'l Production Exec. seeks Coast connection. Currently berthed with a top N.Y. shop. Retail, Broadcast & Agency background. Age 35.
Box 285, ADVERTISING AGE
630 Third Ave. New York 17, N.Y.

ADVERTISING AGENCY PRODUCTION MANAGER
Excellent position awaits experienced production man with initiative to assume full department responsibility of fast growing Chicago advertising agency.
Prefer man 30-40 yrs. old with 3-5 yrs. Agency experience.
Salary open.
Write in confidence. Our employees know of this ad.
Box 284, Advertising Age
200 E. Illinois Street,
Chicago 11, Illinois

MAIL ORDER EXECUTIVE
Leading mail order company seeks talented young man of wide experience to assist Advertising Director in implementation of new plans. Must be self starter capable of taking full responsibility with minimum guidance. Must know mail order thoroughly, including lists, copy, testing techniques, production, scheduling, etc. Must also be indefatigable worker, have spark and imagination, and—above all—have basic soundness. Salary open.
Write in confidence giving full details about education, work experience, age, etc.
Box 287, Advertising Age
630 Third Ave., New York 17, N. Y.

COPYWRITER
A well-organized, keen thinker with 1-3 years of agency copy experience and potentialities for account handling and adminstration, will find this to be a real opportunity.
A well-established advertising agency in Syracuse, New York, is preparing for further expansion. They handle a solid group of industrial and consumer accounts. No hectic retail advertising.
They need a good copywriter now, but the man who fills this job should be interested in a long-termed association with a dynamic imaginative, and well-directed team. Anticipated starting salary is about $5,000.00, although this is flexible. There is ample opportunity to participate in the financial results of the agency through profit sharing and stock options.
We serve this agency in a consulting capacity. No charge to the applicant for our services. For further information, please write. **John W. Willard and Associates, Personnel Consultants, 753 James St., Syracuse, New York.**

"AD-AGENCY WANTS MAN"
--- It Says Here!
Read the need of a solid, mid-west agency—in its own words.
• • •
"The young men we are seeking will contact clients, plan and write ads, brochures, house organs, etc., on industrial accounts. He will act as Assistant to our Account Executives until he learns our accounts whereupon he will become an Account Executive with his own accounts to service. He will become a part of the "family" . . . will make this agency "home" and will consider it a long range position with unlimited potential."
• • •
If the cap fits YOU—write, wire or phone ——NOW! But remember, it's only one of the MANY requests we receive. Among them will almost certainly be the job YOU WANT. What can you lose by being AVAILABLE?
Cliff Knoble-Consultant
Advertising-Marketing
IMPERIAL PERSONNEL
37 S. Wabash—Chicago—Fr. 2-4233

Max Enelow Set Pace for Philco Ads for 32 Years as Copywriter, Ad Head

Retiring Ad Head Lashes Out Against Spending 'Just to Create Image'

PHILADELPHIA, July 5—Max Enelow, who is retiring as director of advertising and sales promotion at Philco Corp. after 32 years of association with the company and 46 years in the industry (AA, June 27), has always been an independent "renegade" among admen.

His creations for a Philco distributor early in his career set the pace for the company's other distributors across the nation, literally defying factory-written copy and layouts.

In fact, Mr. Enelow's first headline for Philco radio receivers, written in 1928 when he was account executive at the old Gundlach Advertising Agency, Chicago, was different enough to set the pace of Philco advertising to this day.

The headline read: "Japan without an Aerial." The copy was taken from a testimonial letter written to Philco and was used to illustrate the quality of the company's early products.

■ Taking his cue on copy from his training at Gundlach, which in the 1900s was the nation's leading mail order agency, he felt every word should sell and not set a theme.

"The headline for an ad should flow from the features of the product, rather than establish an innocuous theme as such," he says. Two famous Philco themes, "Golden Grid" and "Deep Dimension," were taken from headlines of two famous campaigns written by Max Enelow.

"I think that the cumulative effect espoused by many leading ad men is a bunch of bunk," he asserts. "A mail order advertiser knows that the first ad in a series is the most successful. As an ad is repeated it becomes less effective."

According to the popular theory of cumulative effect, the third and the sixth ads generally mark the period when an ad takes effect. Mail order men know differently, says Mr. Enelow.

■ "All advertising is an intrusion," he feels. "The chance for any advertising to be read is for it to tell a more interesting story than the editorial material surrounding it. I automatically eliminate the person who says he or she likes to read advertising.

"I believe in images, but we can't deliberately advertise just to create an image. That is putting the cart before the horse. An image is a corollary of successful advertising. If a campaign is successful, the image follows."

■ He condemns the ad manager or agency who asks management to approve expenditures just to create an image. The old adage, "Keeping everlastingly at it brings success," he claims, has broken more advertisers than it has made.

When Mr. Enelow has repeated product ads several times, it was done only because the ad has continued to sell, he notes.

"Repetition is highly desirable in some cases, since the same ad will hit different audiences on different days of the week or at different times of the month," he says, explaining that in every case he has always kept handy a new, pre-tested ad to replace the "successful" one as soon as it no longer pays its way.

■ Max Enelow, who barely looks old enough to retire, joined the old Gundlach agency in Chicago in 1914, after graduating from the University of Chicago. He gradually moved up in the agency to copywriting.

While working on the Philco account he became friendly with James M. Skinner Sr., who headed the company at that time. However, in early 1932 Gundlach lost the account to Erwin, Wasey & Co., New York, and for a period of six months Mr. Enelow was not associated with Philco. When James Carmine became midwestern sales manager for the radio and appliance maker, he gave Gundlach the area account, with Max in charge.

In 1932, encouraged by the growing Philco business, he left Gundlach and opened his own agency. His first account was the Philco area distributors. When Mr. Skinner noted that other Philco distributors were borrowing Mr. Enelow's advertising and promotion ideas, he called the young, energetic agency executive to Philadelphia. In 1938 he joined the Hutchins Advertising Co.'s Philadelphia office as copy chief and head of the creative staff on the Philco account. From 1938 to 1953, he wrote or supervised virtually every piece of Philco copy, and contributed toward the Philco slogan, "Famous for quality the world over." During World War II, he conceived the cartoon ads used by Philco.

Max Enelow

■ In 1953, he resigned as vp of Hutchins in an effort to retire, but Philco management asked him to remain with the company in an advisory capacity and without title. In 1956, after a reorganization, the new president, James M. Skinner Jr., asked him to become active again as director of advertising and sales promotion. This marked the first time in many years that Mr. Enelow had to turn from creative writing to administration, but copywriting remains his first love.

One of his first major duties as head of Philco advertising was to select a new national agency. With management, he and Julian G. Pollock, retired ad exec who was called in as a consultant, visited all the agencies which they felt fell into the category they had in mind.

None of the agencies was asked to make a presentation because "it is never an illustration of what an agency can achieve," he explains. They selected Batten, Barton, Durstine & Osborn.

The two heads of Hutchins, John and William Maxwell, meanwhile, had formed a new agency in Philadelphia and were retained to handle non-consumer accounts. #

WHY SEND THE MARINES TO NICARAGUA?
I'll be your "man on the spot" in Nicaragua or all of South America! Seek challenge in Adv & Sales field. Soap, Drugs, Foods, etc. I know the language, know the markets. N.Y.C. Exp. Now with Toronto Ad Agency. Univ. Grad., 29, U.S. citizen.
Box 282, Advertising Age
630 Third Ave. New York 17, N.Y.

SPACE SALESMAN—EAST
We need a salesman to cover the eastern territory for our well-established electrical magazine. We need a man under 40 with heavy space sales experience, who can sell us first—on his desire, sales ability, industry, and intelligence.
This is an outstanding opportunity for an outstanding man. Ours is a small firm and the territory now open offers great potential. Compensation will be high by all standards and will include salary, incentive, commission, and expenses.
Write to us in confidence and we will arrange to meet with you.
Box 280, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

DON HARRIS NEEDS:
TV-PRINT COPY SUPERVISOR. One proud of his copy when given a loose rein. Major assignment, a top national account $25M
TV-PRINT WRITER, major agency experience, with flair. One happiest doing out-of-rut copy. Mostly packaged goods $20M
AE, big-name account. Can be young if a tested marketer and skilled in client handling $18-20M
COPY-CONTACT, young. Industrial chemicals. Agency's accounts are mostly consumer $9-10M
RESEARCH-MARKETING, agency. Young, with research background but not pure research type. Could become marketing-type AE in this agency $9-10M
DON HARRIS, DIRECTOR
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

WELL KNOWN AND LIKED— BECAUSE APR MEN TALK SENSE! LET THEM MAKE FRIENDS FOR YOUR PUBLICATION, TOO!
Association of Publisher's Representatives
70 East 45th St.
New York 17, N. Y.
APR

SCREENED PRINTS
. . . all ready for your paste-ups.
Fast, economical way to make fine engravings from continuous tone artwork! Perfect for making stunning high-light or drop-out halftones from fluorographic art — just like the girl in this ad.
Rush jobs? We give overnight service to anywhere in the U.S.A.
Also — rock - bottom prices on zinc, copper, magnesium engravings . . . 3- and 4-color process. Offset negatives for all requirements. Complete mat and stereo facilities.
Send for special price list.
SERVICE ENGRAVING
241 FIFTH AVENUE • DES MOINES 9, IOWA

Fast action **FORMULA**

Shake up a few choice words for a low-cost (min. $5) message in The Advertising Market Place . . . serve it in the next issue of Ad Age—and watch the action! Your message gets results because it's read by over 177,000 top marketing men with authority to make immediate decisions. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: **$1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.**

Display Classified Rates: **take card rate of $18.75 per column inch, and card discounts, size and frequency apply.**

I am enclosing $_____

My Name_____

Street_____

City_____ Zone_____ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

This Week in Washington . . .

Mail Prognosis: From Bad to Rotten If Senate Passes Anti-Airlift Bill

By Stanley E. Cohen
Washington Editor

WASHINGTON, July 7—Mail service may be bad, as many mail users say; but when Congress gets back, it may be worse.

Just before heading for home Saturday, the House rammed through legislation to make the Post Office stop flying first class mail on a "space available" basis. When Congress returns in August, there may be an effort to get the bill through the Senate, too.

House members pushing this bill (HR 12595) contend that people who want fast mail should pay air mail prices. Postmaster General Arthur Summerfield takes the position that rail service is so spotty that there eventually will be no first class service at all unless his transportation people can fly over the railroad bottlenecks.

■ An interesting combination of forces contributed to the action of the House last Saturday. Preparing the groundwork was the hand-in-glove lobbying of railroads and the Brotherhood of Railway Clerks. The spark that set off the explosion was the pent-up congressional contempt for Postmaster General Arthur Summerfield.

Since taking office, Mr. Summerfield has been experimenting with first class mail by air. Mr. Summerfield maintains that the mail system of the future must be geared to maximum use of every existing method of transportation in an effort to provide one-day delivery anywhere in the country.

In 20 years, more than 8,000 out of 10,000 mail carrying trains have been discontinued. He maintains that it is his job to move mail by the fastest available transportation, and that rail service is deteriorating to the point where he must look for a better way to move first class mail in bulk.

■ Needless to say, railroads, and postal employes who ride the mail cars, haven't taken to this kind of program. First they fought him in the courts. When they lost out in court, they shifted the attack to Capitol Hill.

The anti-airlift lobby has been at work in Congress for several years, but it never had the kind of encouragement it got Saturday. In the past it managed to wedge a critical line or two into a report of the committee handling the Post Office Department's appropriation. Now it may be on the verge of a knockout blow which will effectively prevent further expansion of the "mail by air" operation.

■ One of the interesting sidelights of last Saturday's House action was the ease with which the anti-airlift forces prevailed. Congressmen who are supposed to look out for the welfare of the big metropolitan centers which have benefited most from "airlift" were on notice that mail service will deteriorate. But they didn't even force a rollcall vote, so that members voting for slower mail service would have to stand up and record themselves.

The big emotional appeal for the anti-airlift bill rested on congressional concern over the future of the railroads. Over 5,000,000 letters are going by air on a "space available" basis every day now. This diverts $3,400,000 annually from railroads now, which is about 1% of the money they get from the Post Office. But they contend that ultimately they may lose so much Post Office business they will have to drop all remaining passenger service, and the nation will be deprived of an important defense resource.

■ There was no sustained effort to argue that airlift costs more or that it is a less efficient way of handling mail. Actually, airlift mail goes at about half the price the Post Office pays for flying airmail. Several years of experience shows the department moves airlift mail at, or even below, the cost of train mail.

Airlift mail moves in bulk, but so does train mail. Most first class mail between metropolitan areas is in sealed cars. Only the mail picked up enroute is "worked" in the mail cars.

Many congressmen, who may not be entirely convinced that railroads deserve the Post Office business, went along with the bill to show the Postmaster General where he gets off. For weeks he had been bullying them in an effort to get a postal rate bill. First the House headed off a squeeze play on postage rates by overriding the President's veto of the federal pay bill. Then it passed the anti-airlift bill for good riddance.

■ Rep. Robert R. Barry (R., N.Y.) tried to rally the Chicago and New York congressmen for airlift. He said most letters dictated in New York or Chicago in the morning and transcribed in the afternoon miss the train. But airlift gets them to destination early the following morning, so that 24 hours are saved in delivery.

Much of the debate was carried by congressmen who contended they were punishing Mr. Summerfield for introducing airlift without getting permission from Congress. Rep. Charles O. Porter (R., Ore.) regarded airlift as another example of Postmaster General Summerfield's unlawful behavior.

But Rep. John V. Lindsay (R., N.Y.) expressed chagrin that no one seemed interested in considering whether airlift is good or bad for the public. "Why punish the public just to punish the Postmaster General," he complained.

■ Sponsors of the bill finally admitted that the President had requested authority for airlift, but the committee hadn't granted it. Rep. Lindsay recalled the same kind of a problem arose in 1837 when railroads began taking the mail from stagecoaches. "I don't understand why we don't go back to the horse and buggy days," he chided.

Even the mail user groups, which ordinarily could be expected to oppose anything which hurts service, had reasons for nodding with approval as the House passed the anti-airlift bill. When Congress returns, the jockeying for a rate bill will resume once again. Now that the anti-airlift bill is through the House, it no longer looms as a possible vehicle which could become the carrier of a rate increase rider. #

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

SAVE 591.00 ON A NEW 'Jeep' STATION WAGON

Get a 'Jeep' 2-Wheel drive Station Wagon for $591 less than Ford, Chevrolet or Plymouth wagons and up to $370 less than compact station wagons with less space.* You get new exterior trim and 2-tone paint combinations. Increased visibility. Washable Vinyl covered upholstery. Goodyear "Captive Air" white sidewall tires. All at no extra cost!

Jeep VEHICLES...MADE ONLY BY WILLYS MOTORS
*Based on manufacturer's suggested retail prices.

See America's lowest priced full-sized station wagon at:

CHEAP JEEP—*This ad highlighting consumer saving is part of the co-op phase of Willys campaign, which also includes network tv.*

Willys Sets TV, Co-op Drive for Jeep Station Wagon

TOLEDO, July 6—Willys Motors, Inc., having announced a new low-price Jeep station wagon, with a suggested price of $1,995, is supporting it with co-op advertising in newspapers of communities where its 1,400 dealers are located, allowing them the privilege of selecting the medium for special insertions to go along with the new wagon's appearance.

Willys is readying an expanded tv program for next fall. It will co-sponsor, along with other Kaiser Industries units, another hour-long adventure show, "Hong Kong" (ABC-TV), in addition to "Maverick" (ABC-TV).

Norman, Craig & Kummel, New York, is the Willys advertising agency. #

Magee Joins Miller Agency

Harley W. Magee Jr., former retail advertising manager of the *Ohio State Journal*, has joined the executive and administrative staff of Harry W. Miller Inc., Columbus agency.

Murphy to Allied Advertising

Robert A. Murphy has joined Allied Advertising Agency, Cleveland, as director of television and films. Mr. Murphy was formerly with Cinecraft Films.

American Home Products Names Laporte President

American Home Products, New York, has named William F. Laporte president, succeeding Walter F. Silbersack, who died June 7. Mr. Laporte, who joined American Home in 1938 and was president of the Whitehall Laboratories division until 1957, was formerly an exec vp. At the same time the company appointed Herbert E. Carnes, also a former exec vp, vice-chairman, a new title. John J. McClellan, formerly a vp of Warner-Lambert Products division of Warner-Lambert Pharmaceutical Co., and John Phillips, former marketing director of special products division of Armour & Co. have been named assistants to Mr. Laporte.

Elected exec vps of the parent company are Herbert W. Blades and Kenneth A. Bonham. Mr. Blades, also named a director, is president of the Wyeth Laboratories division and will continue in that post. Mr. Bonham was formerly a vp of the parent company.

Growth Unlimited Opens

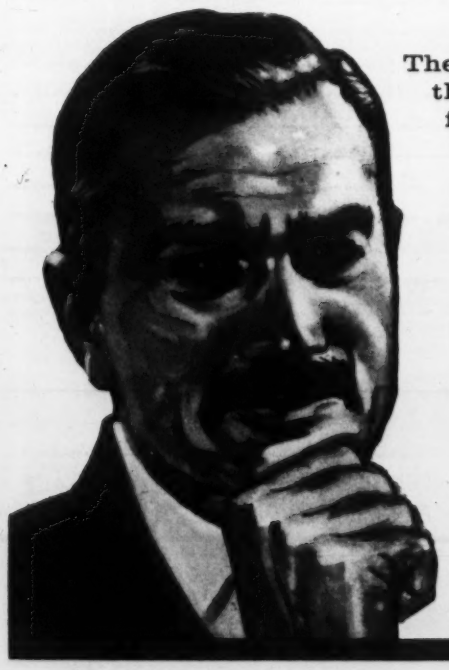
Robert D. Eklund, formerly advertising manager of Kaynar Mfg. Co.'s Kaylock division, has formed his own industrial and consumer advertising agency, Growth Unlimited, with offices at 8332 E. Commonwealth Ave., Buena Park, Cal.

Bronson Names Randall

Bronson Reel Co., Bronson, Mich., has appointed Fred M. Randall Co., Detroit, to handle its advertising and public relations. Jaqua Co., Detroit, formerly handled the account.

What do you know about this

$5½ BILLION MARKET?



The baking industry is one of the most important segments of the entire food business, accounting for more than 10% of total food volume. For more than 73 years, the magazine BAKING INDUSTRY has proved its sales power with bakery wholesalers and retailers and home service and chain store bakeries. • In BAKING INDUSTRY, your ads get coverage in depth because of editorial leadership that guarantees . . . as proved by Readex . . . advertising effectiveness. • There are 26% more exclusive advertisers in BAKING INDUSTRY than any other national bakery magazine. • Call any of our 5 offices and let our representative give you the convincing, factual story on BAKING INDUSTRY and the many special services we have to offer to our advertisers.

CHICAGO 3 • 105 West Adams Street • ANdover 3-1800
NEW YORK 36 • 500 Fifth Avenue • LOngacre 4-2233
WASHINGTON 4, D.C. • 1319 F Street, N.W. • ME 8-6707
LOS ANGELES 57 • The Maurice A. Kimball Co., Inc. • 2550 Beverly Boulevard • DUnkirk 8-6178
SAN FRANCISCO 5 • The Maurice A. Kimball Co., Inc. • 681 Market Street • EXbrook 2-3365

Edison Electric Uses 'Flameless' as Ad Keynote

(Continued from Page 3)

"Every American Gas Assn. ad, in print or in tv, hammers away relentlessly at the speed, modernity, quality and economy represented by the flame," he said. "We went to the heart of the AGA program and discovered that our advantage was the exact opposite of theirs. Electricity is flameless."

When EEI's agency, Compton Advertising, researched the word "flameless," it found that housewives interpreted the word to mean "cleaner, safer and more modern." "The flameless idea was a new and interesting thought for the housewife," Compton reported. The "flameless" idea also focused attention on the fuel—"the competitive difference—rather than on the mechanical features of an appliance or what the appliance will do for her."

■ The appliance ads in the new "flameless" campaign will not picture the appliance, but will show a family enjoying the benefits of the appliance. For example, the water heater ad shows a mother bathing her two youngsters. The headline reads: "Only electricity provides flameless electric water heating."

The copy starts out: "Your intuition tells you how safe flameless electric water heating is for your family. And you can be sure there are good, practical reasons for the way you feel. An electric water heater is clean. It needs no flue, so you can install it anywhere and always have all the hot water you need." Similar ads with similar family scenes will promote the other major appliances.

Another series will promote the total-electric Gold Medallion home. This will consist of b&w spreads, with an editorial format, using testimonials from Medallion home owners.

A separate campaign in *Reader's Digest* will promote electric house heating. These all-text ads will point out that electric house heating is "clean . . . safe . . . costs less than you think."

All the ads will feature the theme, "You live better electrically." They also picture the Gold Medallion itself, "the proud decoration of every total electric home . . . the home that cannot be outmoded in your or your children's lifetime."

■ The new EEI program stems from several sets of research data put together by Compton and by Fuller & Smith & Ross, which handled the account until Compton's appointment this spring.

The first research project, by F&S&R last winter, studied the effectiveness of past EEI programs and the public's general attitude toward electricity. A questionnaire sent to utility executives showed that only one out of three felt that the national electric program was strong, while 71% rated the competing American Gas Assn. program highly. A similar questionnaire to appliance dealers showed that nearly twice as many rated the national electric living program below the gas advertising.

(AGA's budget was $6,000,000—120% larger than EEI's at the time.)

EEI then invested $27,000 in a depth study to determine how housewives felt about electricity. The interviews started with the question: "What does modern living mean to you?" The answers put modern appliances in first place with a 60% vote. Tied for second place with only 9% were modern houses and new cars. Jet airplanes and wonder drugs were mentioned by only 3%.

■ The research also showed that one out of three people believed that all-electric living meant a higher price tag—"but that cost is a prime factor only when motivation is weak. The most powerful motives are the end benefits of owning and using appliances."

The research further revealed that although women want appliances, they need help in justifying them. "Women hold back because they fear losing the esteem of husband and family if appliances seem to make their lives too easy," the study report said. EEI's solution to this is to show how appliances benefit the whole family, instead of just making the housewife's life easy.

As in the past, considerable promotional material is offered in the new campaign, including point of sale window streamers, price stickers, display pennants, blow-ups of national ads, car cards, newspaper ad layouts, outdoor advertising, radio commercials and 60-second and 20-second tv commercials.

Last year, the number of electrically heated homes rose more than 75%, to about 850,000, EEI reported. The conservative estimate is for 4,000,000 electrically heated homes by 1970. More optimistic forecasters predict 6,000,000 such homes by 1970.

When a home owner switches from part electric and part gas or oil to all-electric living, the utility's revenue increases 800%, according to EEI—from $52 per year, based on the U.S. average, to $425.

Gardner Larson Hoffman

TV GUIDANCE—*Dr. Burleigh Gardner, executive director of Social Research Inc., talks over his study of TV Guide readership with Eric Larson, advertising manager, and Jules Hoffman, promotion manager of the magazine.*

'TV Guide' Study Finds Readers Are Conscientious Folk

CHICAGO, July 8—Why do people buy *TV Guide* when they can get tv program listings free with their newspapers? The magazine asked Dr. Burleigh Gardner, executive director of Social Research Inc. here, to answer this question, and, via a motivation study, he reports that buyers of the magazine are the "Puritans" among viewers. He doesn't mean zealots, but rather unusually conscientious people.

"Undoubtedly from an advertiser's point of view the most significant conclusion from this research is that *TV Guide's* audience is dominantly composed of selective viewer readers, who are motivated to buy *TV Guide* by their desire to make their television watching hours maximally enjoyable and instructive," the report says.

The study is based on a sample of 1,200 interviews representing the following markets: New York, Philadelphia, Chicago, Louisville, Denver, Poughkeepsie, Portland, Ore., Jacksonville, Terre Haute, Midland, Mich., Winona, Minn., and Visalia, Cal.

■ According to the findings, a member of the magazine's audience is also likely to be a hobbyist, a do-it-yourselfer, a gourmet-chef, a camping enthusiast, a community volunteer worker, etc.

Non-readers of the magazine, the study reports, fall into three groups: (1) highbrows (4% or 5% of the population), to whom *TV Guide* seems uncritical, plebeian, pedestrian; (2) lowbrows, who are unselective in their viewing and who don't like to read; (3) the middlebrows whose viewing is guided by habit (and their victims, who must use the same set); by their concept of tv viewing as a means of relaxing, or by a "we don't take tv seriously" attitude.

TV Guide readers, on the other hand, "are people who are inclined to feel ashamed of themselves, perhaps even slightly guilty, whenever they don't plan ahead, whenever they allow time to hang heavily on their hands, whenever they watch tv lazily, without being discriminating in their use of it," Dr. Gardner reports.

■ Dr. Gardner will report his findings, via an informal filmed interview with Dave Garroway, at a series of presentations before agency media execs, the first ones scheduled for New York July 11 and 12 and Chicago July 13 and 14.

Big 10 TV Package Offered

Sportlite, Chicago, will offer a television package of 13 half-hour filmcasts of Big 10 football this fall. Included in the package will be films of all Big 10 conference games plus some Big 10 intersectional games. Prices for the package range from a gross price of $1,300 for Chicago, to $150 for Tucson, Akron, Eau Claire and Wausau, Wis., and Rochester, Minn.

Greenberg Joins CBS Radio

Alfred N. Greenberg, formerly director of advertising and public relations of TelePrompTer Corp., has joined CBS Radio, New York, as manager of stations promotion services for the CBS-owned radio stations.

Currick Joins Mitchell

Fishel B. Currick has joined Harold M. Mitchell Inc., New York agency, as director of marketing and media. He formerly owned a men's clothing concern, Currick & Leiken, which has been sold.

ABP Appoints Gorbulew

Milton Gorbulew, circulation manager of *Photo Dealer*, has been elected president of the national circulation roundtable of Associated Business Publications.

Democrats Deny Considering Ad Tax for Platform

(Continued from Page 3)

Detroit several months ago to the Midwest Democratic Conference.

6. While Dr. Schlesinger made the booklet available to the DAC "on my initiative and with the help of some friends." The booklet was neither commissioned nor published by the council.

7. Sen. Kennedy has made no statement on the booklet, and isn't expected to do so, according to his intimates.

8. There is no possibility that such a proposal will appear in the Democratic platform.

9. The Democratic Advisory Council says flatly that the Schlesinger booklet should be regarded "as nothing more than an information service within our organization . . . not prepared by our committees or reviewed by the advisory council, and it does not carry our imprint."

■ Dr. Schlesinger, vacationing on Cade Cod, told ADVERTISING AGE that the *Printers' Ink* story was "mischievous and inaccurate." He went on to say that the suggestion of a tax on advertising (couched in the following words: "There are unexplored possibilities in taxation—not only plugging loopholes such as percentage depletion on oil, but taxing *things* to help people, such as, for example, a tax on advertising") was "personal, casual and certainly not a considered recommendation. I wouldn't myself advocate it without more of a study."

The Democratic Advisory Council, Dr. Schlesinger said, "hasn't considered it at all."

Asked if it constituted his advice to Sen. Kennedy, he replied firmly that "it absolutely did not."

■ In Los Angeles, where the Democrats were gathered in preparation to nominate a Presidential candidate, Pierre Salinger, press aide to Sen. Kennedy, said the Massachusetts senator had never expressed any views on the booklet, and isn't expected to do so. Asked to define Dr. Schlesinger's role in the Kennedy camp, he said the Harvard historian is part of an academic group which advises Sen. Kennedy on a variety of matters, and does some speech writing.

A staff member of the platform committee said no anti-advertising planks were scheduled for presentation.

■ At the center of the controversy was a 4" x 9" 23-page pamphlet, "The Big Decision: Private Indulgence of National Power," by Harvard Professor Arthur Schlesinger Jr. The red-bordered front cover carries the notation, "For private circulation." There is nothing on the booklet indicating the source of publication.

The pamphlet talks of public concern over communist gains abroad, and "feeble effort" to enlarge "our social overhead"—education, medical care, housing, slum clearance, urban and suburban planning, social security, provision for the sick and the aging etc.

Much of the blame, the pamphlet argues, stems from the Eisenhower-Nixon thesis that the allocation of our resources should be determined by the way the consumer chooses to spend his money: "Or, to put it another way," Professor Schlesinger writes, "that the production for goods and services for sale to consumers properly enjoys first claim on the great bulk of our national wealth and talent."

If we have to choose between improved standard of living, and doing what must be done to survive, then obviously we must forget the standard of living. "If we fail to survive as a free nation, then televisions and tailfins will prove inadequate consolation.

■ "No one likes taxes. But there is no reason to suppose that either our present living standards or our present taxes or tax rates are sacred. There are unexplored possibilities in taxation—(sic) not only plugging loopholes, such as the percentage depletion on oil, but taxing things (emphasized) to help people, such as, for example, a tax on advertising. If we don't grow more, then we must tax more—unless we are content to end up as the second-best nation."

Mr. Schlesinger's antagonistic view toward advertising crops up in another part of the pamphlet where he lists the "services" which he thinks the government is failing to provide. "We can't even 'afford' to take a minimum public service, to deliver mail to most homes more than once a day," he complains.

Then he enlarges on this in a footnote:

■ "We cannot 'afford' in other words, to provide the American householder with the mail service which would be regarded as minimal in Great Britain and France," he complains. "Yet characteristically we can 'afford' to subsidize advertisers to stuff our mail slots with what is known in the trade as 'junk mail,' most of which we hurriedly transfer unopened from mailbox to wastebasket.

"Why this discrimination in favor of the commercial advertiser against the personal correspondent?" the footnote asks. "What possible inversion of values can justify charging 4¢ for the messages of love or sympathy which bind people together and 2¢ for messages designed just to make some one a fast buck? Since commercial advertisements constitute about three-fourths of all U.S. mail, we might, by reversing the charges, at one stroke, lighten the burden on the postal system and put the Post Office budget in better shape."

■ Charles Tyroler II, executive director of the advisory council of the Democratic National Committee, told ADVERTISING AGE that the Schlesinger pamphlet has "no official status" so far as the advisory committee is concerned.

"Frequently when members of our committees or members of the council make speeches, we distribute copies to the other members, and to a few hundred other people on a selected mailing list," Mr. Tyroler said. "After he made the Detroit speech, Dr. Schlesinger turned over this edited version to us in printed form. We are distributing it, but we are not publishing it."

The advisory council is an official arm of the Democratic National Committee, established about three and one-half years ago. The council itself is composed of 31 prominent Democrats, including former President Harry Truman, Sen. John Kennedy, Sen. Stuart Symington, Adlai E. Stevenson, Jacob M. Arvey, Gov. David L. Lawrence, Gov. Orville L. Freeman, former Gov. Leroy Collins, former Gov. W. Averill Harriman, Sen. Estes Kefauver, Sen. Hubert H. Humphrey and Gov. Foster Furcolo. #

Fred Gardner Adds One

Merchants Refrigerating, operator of 10 refrigerated warehouses across the U.S., has named Fred Gardner Co., New York, as its agents to handle its advertising.

Wolf Peterson Hobler Perry Milnor Gamble Morris Piggott

MUSIC MAN—*Johnny Milnor, Brownwood, Tex., winner of Pet Milk Co.'s third annual Grand Ole Opry talent contest, held on 200 Keystone Broadcasting System stations, is congratulated by Ted Gamble, Pet Milk president. Present were Robert Piggott, advertising manager, and Ray Morris, of Pet Milk; Sidney J. Wolf, president, and Edwin R. Peterson, senior vp, of Keystone; Wells Hobler, vp, Gardner Advertising Co., Pet Milk's agency, and J. Fred Perry, KBWD, Brownwood, Tex., a Keystone station. Some 5,000 hopefuls entered the contest, and Mr. Milnor won over five other finalists. He gets a contract to appear on Grand Ole Opry and a contract with Hickory Records.*

FTC Charges Spaulding Industries Used Deceptive Ads

WASHINGTON, July 5—A plastic dinnerware company that billed its product as "Advertised in *Life*" was the object of a Federal Trade Commission complaint today.

The FTC complaint charged Spaulding Industries, Chicago, with using deceptive quality, price, and guarantee claims to sell its merchandise, as well as falsely claiming to be advertised in *Life*.

■ The complaint charges that Spaulding's plastic dinnerware sets are not made solely of melamine, as implied by a description, but of some other material.

The FTC also charges that the supposed regular retail price shown on the pre-ticketing streamer, mailers, and other printed material is fictitiously high, and that the guarantee offered by the company is not unqualified. #

'N. Y. Times' Boosts Price

The *New York Times* has increased the price of its Sunday edition from 25¢ to 30¢ in New York City and suburban areas within a 50-mile zone. Cost of the daily edition will continue to be 5¢ in the metropolitan area.

Sweeney Joins 'Leisure'

Gerald F. Sweeney, formerly with the New York sales staff of *Playboy*, has joined *Leisure*, New York, as advertising manager. He succeeds Herbert Weintraub, who resigned to join Dancer-Fitzgerald-Sample.

FRED HAUCK

FRENCHTOWN, N. J., July 6—Fred Hauck, 55, a former art director with Batten, Barton, Durstine & Osborn, died here July 4. He was stricken while mowing the lawn at his home.

Mr. Hauck designed the format of the Long Island daily newspaper *Newsday* when it was started in 1940. His contribution enabled *Newsday* to win five Ayer awards for excellence in makeup and printing.

LEON DeVOS

STAMFORD, CONN., July 6—Leon DeVos, 57, advertising photographer and one of the early specialists in color work, died of a heart attack at his home here yesterday. Among the organizations Mr. DeVos worked for were *Vogue*, Paul Hess Studios and Nickolas Muray.

MATTHEW J. NOONAN

BOSTON, July 6—Matthew J. Noonan, 63, Milton, Mass., head of national advertising for the defunct *Boston Post* for 12 years, died July 4.

He was stricken at his summer home in Rockport, Mass. Mr. Noonan was well known in advertising circles throughout New England for 30 years.

MARVIN McCORD LOWES

NEW YORK, July 6—Marvin McCord Lowes, 57, assistant general manager of the international editions of *Reader's Digest*, died yesterday of a heart ailment in Flower & Fifth Ave. Hospital.

He joined the *Digest* in 1935 to work on the business staff. In 1938 he helped set up the British edition of the monthly, and became managing director. Previously, he was with *Living Age*, *Bookman* and *American Review*.

MORRIS ABRAMS

PHILADELPHIA, July 6—Morris Abrams, 61, a member of the advertising staff of the *Jewish Times* for the past 30 years, died June 29 in Atlantic City, N. J., while vacationing.

ROY D. BLANCHARD

DETROIT, July 6—Roy D. Blanchard, 62, veteran in automotive advertising circles and manager of "Ward's Automotive Yearbook" since 1952, died of a heart attack at Mt. Carmel Mercy Hospital June 29.

He held executive advertising positions with Buick division of General Motors, Chrysler Corp., Graham-Page Motor Co. and Federal Motor Truck Co.

ERIC M. WILSON

PETERBOROUGH, ONT., July 6—Eric Mackay Wilson, 59, ad director of the *Montreal Star*, died here yesterday after a short illness.

A former president of the Newspaper Advertising Managers Assn. of Eastern Canada, he was named Canadian director of the Newspaper Advertising Exec. Assn. in 1956. #

Mohl, Lippman to Aron & Shore

Norman Mohl has joined Aron & Shore Advertising, Philadelphia, as public relations director, and A. Lee Lippman has joined the agency as consulting art director. Mr. Mohl was formerly with Fairchild Publications, Philadelphia, and Mr. Lippman has his own art company.

Washington Potatoes to Use 'Today' Show for Fourth Year

YAKIMA, WASH., July 5—The Dave Garroway NBC-TV show will be used for the fourth successive year by the Washington State Potato Commission for its consumer promotion of late summer potatoes. This year for the first time, the commission will use the coast-to-coast Garroway network.

Last year the commission concentrated its promotion with a selection of Garroway tv outlets in the Midwest and Southeast. This year the commission will use 79 stations from Aug. 10 through Sept. 21. One factor in the extension of the network is a reduction in railroad freight rates that enables Washington potatoes to broaden their sales area into the Atlantic seaboard.

The commission's total budget for the fiscal year has been set at $131,000, which covers advertising media, merchandising aids, and a substantial amount of research on production that carries matching federal funds. The size of the budget is determined by the size of the crop in the previous year, with growers paying an assessment on their production.

■ This year the Garroway program will constitute the entire consumer promotion, to be supplemented by business publications and point of purchase material. To cut down the cost of distribution of sales aids, the commission has mailed a full-color 8½" by 11" sheet that illustrates the sales material available in the free kit of merchandising aids. The offer was directed to chain buyers, carlot receivers, and service wholesalers, and in the first week alone brought orders for 16,000 sales kits.

Fred Ramsey is commission manager, and How. J. Ryan & Son, Seattle, is the agency. #

Merklein Joins TvB

Frank Merklein, previously a tv tape engineer at NBC, has been named director of member sales presentations of the Television Bureau of Advertising, New York, effective July 18. He will head the new color and b&w tv tape operation being installed in TvB's new headquarters at 1 Rockefeller Plaza.

Ackley Joins Toni

James Ackley has joined Toni Co., Chicago, as a member of the brand promotion department. He formerly was an account executive with Grey Advertising Agency, New York.

B+C

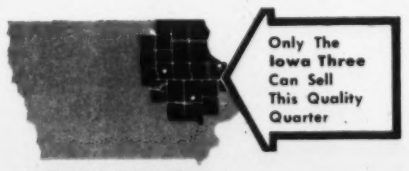
. . . means

Bertsch + Cooper

. . . it also means Chicago's largest, complete typographic service facilities

Type faces used are:
Modified Venus Medium & Bertschtype 70B

"Business was booming . . . until they forgot that without The Iowa Three you miss over 25% of the market."



THESE 22-COUNTIES CONTAIN OVER 25% OF IOWA'S
• population • households • retail sales • Consumer Spendable Income

The Iowa Three reaches 62% of the households in the Quarter daily . . . The Des Moines Register & Tribune reaches 18%. Want more proof? Call a rep today.

THE IOWA THREE
The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co.
Jann & Kelley, Inc. Story, Brooks & Finley

PHOTOGRAPH BY DAN WYNN

THE 'TRUE' MAN WORKS TO LIVE!

The world's largest all-male audience reads True every month—2,650,000 men who invest in tomorrow by spending today.

All of us look for the good things in life. But the 'True' man actively seeks them out. Why shouldn't he? He's young—up to six years younger than readers of the mass books—with the vital interests and desires you'd expect of his age.

Better yet, he's in a position to *satisfy* those desires. His income, for example, is actually higher than the median of two of the nation's three leading weeklies.

For the most part (83%), he's a married man. On-the-way-up. Sure, he saves for tomorrow. But for the present, he *wants*. And *what* he wants, he *gets*. For himself, for his family. For the new-found leisure that adds motivation and meaning to his life.

The 'True' man not only works to live—he *dares* to live. That's why he's so attracted to the vigorous, masculine editorial of The Man's Magazine. That's why he's so interested in what you sell.

In True you can reach the world's largest all-male audience at remarkably low cost. A dynamic audience with drive.

No other mass-circulation book can offer you a selling proposition of equal magnitude.

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FAWCETT...SALESPOWER IN DEPTH

THE CHRONICLE MEANS THE WEST

BUEL

Represented by Sawyer Ferguson Walker